

JOURNAL OF COLLEGE RADIO



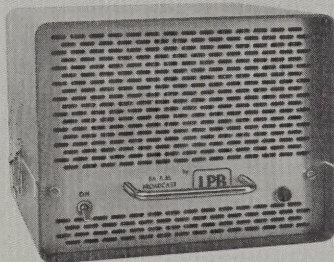
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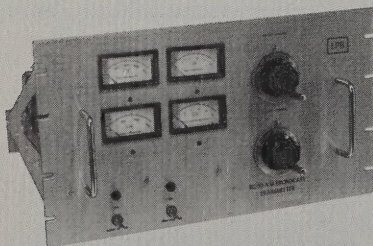
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1972 ANNUAL

IN THIS ISSUE

Articles

WMRA-FM, Madison College	4
Class D FM Stations Survey	7
WLVR's PD Receives Armstrong Award	9
Announcement of New IBS Research Grants	54

Departments

Publisher's Report	2
Music Industry Department	14
Engineering	42
Sign Off	55
Loop Back	56

Directories

IBS Member Stations	19
College Radio Stations	24
Associations, Fraternities & Societies	41
Telephone Numbers for News Information	43
Music Industry	44
Equipment Manufacturers	45
Iota Beta Sigma	46
Past Issues (JCR Index)	47
IBS DIRECTORS	51
College Radio Engineering Glossary	52
Carrier-Current Literature	52

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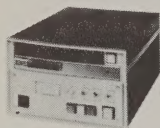
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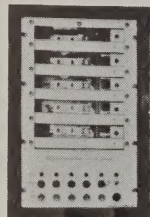


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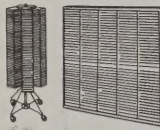
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Publisher's Report

On September 16, 1972, the annual fall board of directors meeting of the Intercollegiate Broadcasting System was held in Washington, D.C. For the benefit of the membership, I thought a general run down of events would be appreciated. Keep in mind that these are merely my recollections put down afterwards. The official secretary's minutes were not yet available for this issue.

One of the most important items approved by the board was the establishment of a research department which will oversee and direct all research for the system. This department's mandate is to begin building a body of knowledge in the area of college radio. This, I feel, is a tremendous service to be offered by IBS. And, in addition to conducting its own research, the department was authorized to award grants to faculty and/or students proposing to do research in college radio. A committee will be appointed from the academic community to evaluate proposals submitted for funding. Elsewhere in the issue, more information can be obtained concerning these grants. I certainly hope this service will grow and prove beneficial to all of college radio.

Another major decision made by the board was to hold the 1973 convention in Washington, D.C., during the week-end preceding the NAB convention. The dates should be March 22-25. Most members and delegates expressed a positive reaction to D.C. for 73. Hopefully definite plans and agendas can be announced several weeks in advance since the convention committee is rolling earlier this year. Suggestions and recommendations are certainly welcome. They can be sent to me and I will see that the proper person gets them. And while I'm on the subject of conventions, the committee would like to start planning for 74. Send your suggestions and selection of city site for 74.

Music and music industry was another important topic of discussion. Plans are being finalized to enlarge and improve JCR's role in this field. As we recently promised the record companies, a broader and more expanded MID section is in the making. This will contain more reviews, coverage of regional activities, and more commentary

from record people and stations. This will not happen overnight, but issue by issue, we will accomplish our new commitment.

Tom Karnowski, a former regional director and now board member, is planning another IBS service to supplement MID's efforts. Tom did a very fine job with his regional newsletter, *Format.*, and has recently headed a programming committee studying the needs of member stations. More will be coming forth on the new service.

Still another major program for the coming year is a series of sales seminars which Joe Coons will be conducting for member stations. The exact number of seminars and their locations were not available as of this writing, but members will be receiving full details. These are an absolute "must" for commercial members.

Another interesting discussion centered around the creation of some type of college radio network. This is not a network which would provide the same information as ABC, CBS, MBC, or NBC; but a totally different approach which would benefit a college station. Ideas ran from special election networks to a regular service to special services network. This requires much more attention and study.

To the new reader of JCR, this may sound like a IBS press release. Lest you be misinformed, check back issues to find critical comment in this column. Criticism has far outweighed praise. But, I certainly do not intend to paint a perfect picture now. IBS still has problems—nobody will deny that. But the fact of the matter is that "doers" are "doing things." And from my experience in other organizations, "doing things" is highly contagious.

Speaking of "doing things," I wonder how many of you have written the FCC about the carrier-current rulemaking proposal, or about the CPB rulemaking proposal? How many have written a senator or congressman expressing views on the consumer protection agency bill, or given the FTC your views on counter-advertising.

It takes more than a board of directors to make a strong organization—it takes strong members "doing things." "Doing things," my friends, is not limited to providing a juke box service to your campus dorms.

1973 Windmill Award Contest Announced

Radio Nederland, the Dutch World Broadcasting System, Hilversum, Holland, in consultation with the Corporation for Public Broadcasting has announced the 1973 Golden Windmill Awards contest.

The Golden Windmill Awards, originally sponsored by Radio Nederland in 1971, are designed to promote the international exchange of original radio drama productions.

Applicants for the 1973 Windmill Awards are invited to submit a dramatized radio documentary on the theme "Europe." All entries must be an original work and must not have been performed or broadcast previously. Entries must be submitted to the Director of Radio Activities, CPB, 888 16th Street, N.W. Washington, D.C. 20006. The contest closes on January 15, 1973.

The first prize winner will be invited to the Netherlands for a two-week all expense paid vacation. The six best entries will be produced and broadcast by Radio Nederland and also made available on LP records to non-commercial radio stations in the United States and to English language radio stations throughout the world. Winning applicants will be announced no later than April 15, 1973.

AWRT Forms At Ohio University

A college chapter of American Women in Radio and Television (AWRT) has been founded at Ohio University. One of 17 college chapters in the United States, College Women in Broadcasting (CWB) proposes to provide a medium for communications and exchange of ideas and to encourage women to enter the field of broadcasting.

Twenty-six women majoring in radio-TV or advertising are listed on the roster of the new organization.

Field trips for the young group have included a visit to the home of AWRT National President, Marianne Campbell in Gallipolis and a tour of the new Holzer Medical Center of which Mrs. Campbell is development director; and a tour of WATH Radio in Athens. Mrs. Irene Kovlan, president of WATH and a member of AWRT, was hostess for the group.



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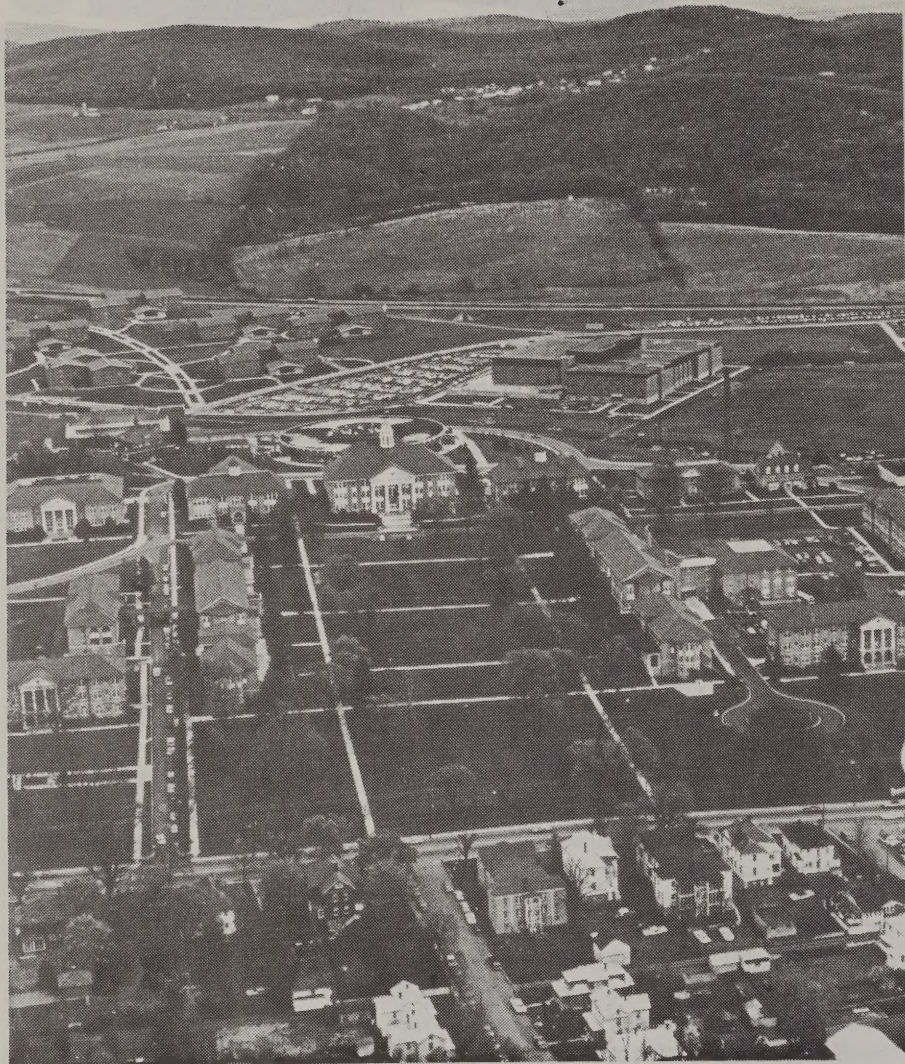
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Madison College and WMRA-FM—equally at home in Virginia's beautiful Shenandoah Valley.

WMRA-FM at

MADISON COLLEGE

Driving north along Interstate Highway 81 at about mid-state Virginia, one enters what is known as the Shenandoah Valley, one of the most significant pieces of real estate in the country. This is scenery that abounds with greenery, which is not intended as a pun, but as an apt description of the Valley from a visitor's point of view.

At Harrisonburg, one turns off the Interstate grind and enters the rolling campus of Madison College—a world separate from its surroundings by the nature of its purpose. Madison College is located on a scenic campus, and has a present enrollment of about 6,000 students. Originally a State Normal College

for Women, Madison went coed in 1966, and built their first men's dormitory in 1968. The present coed population's main purpose is, of course, education. Their main radio entertainment? WMRA-FM.

Owned by the State of Virginia through Madison College, and operating under the auspices of the College's Department of Speech and Drama, WMRA-FM was established in 1969 as a class "D" non-commercial (educational) station. That is what they remain at present; but they hope to have more than 10 watts of power under their belts in the near future.

WMRA has a problem that is a bit

unique for the typical campus station. Most campus stations are in primary contention with the Federal Communications Commission in the case of power increases, but WMRA-FM has to first satisfy—of all people—the U.S. Navy! Yes, in this unlikely geography, the Navy has priority over all high-frequency communications in this part of the Shenandoah Valley. The Navy operates a Naval Radio Facility at nearby Sugar Grove which is of prime importance to our nation's defense. Because of this, WMRA officials have had more than their share of headaches over how to get a power increase and

(Continued next page)



MUSIC DIRECTOR Anthony Segraves and Cataloger Susan Purcell check logs in WMRA-FM control room. Stephen Stills looks on rather inanimately, but approvingly.



WMRA NEWSMAN Steve Foster takes his cue from Susan Purcell.



THE ABILITY to find a given tape is an asset to any campus station. Here, Claire Archibald checks WMRA listings.



STAFF MEMBERS help organize WMRA's well-stocked record library.

still conform to the needs of the Navy. With proper directional radiation, however, they hope to solve their problem in the near future, when 250 watt becomes feasible.

Currently WMRA-FM is using a single dipole, horizontal plane antenna to which is adapted a directional screen to keep their signal away from their neighboring Navy operation. The problem of radiation will no doubt be much greater when the station is granted tentative permission to increase power, and the station's two first class engineers will have to come up with a solution.

Also in the works for WMRA is CATV FM, for which John Mueller WMRA's Station Manager, credits the **Journal of College Radio** for information about installation. (See **JCR**, February, 1972) Their cable should be in operation by the middle of October.

Madison College recently gave WMRA their own one story, full basement house to contain the station in the future, as it is now kind of cramped in its current quarters, the Alumnae Building. After the building is modernized,

WMRA should be broadcasting from the new facility after the Spring Break in March, 1972. They are planning the new operation to have two full control rooms (one for student training) news and production rooms, and offices. If they are able to get a power boost, they certainly will deserve the new facility.

And increase their power they must, as College officials have given WMRA the dual purpose of serving both the Madison campus and the local Harrisonburg community. But as one station official put it: "this is impossible because the station's range is now limited to campus coverage, due to our ten-watt output." This fact has not thwarted WMRA's performance though, because they have been putting out top quality programming under the direction of Anthony Segraves, the station's music programmer.

"I like to think of WMRA as a station that is doing its best to serve the primary audience, the campus," says Segraves. "In order to do this, you have to keep the most popular music on the air at all times, and that is what I do."

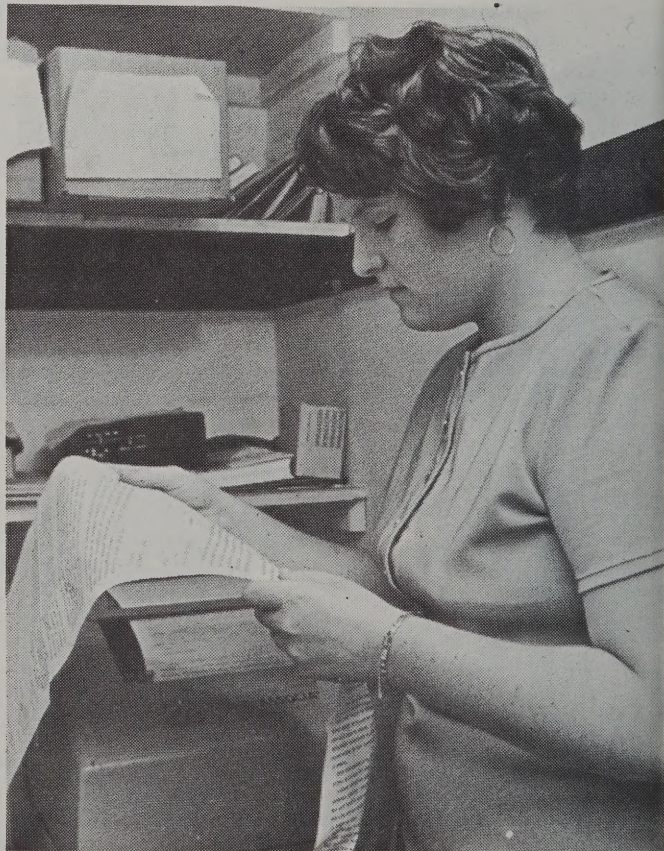
Segraves takes his job seriously, constantly following up on record companies inquiries, sending his playlists to the various outlets, and is rewarded for his work by fairly regular record service from all major labels.

Since the station is now a PBS station, their programming is only about fifty-percent progressive rock, the other half being programs of an instrumental, educational, cultural and informative nature. WMRA runs a Sunday-Thursday schedule from one p.m. to one a.m., on Friday and Saturday it's one p.m. to three a.m., and are planning on having a morning show from six a.m. to nine a.m.

The staff are: **Director of Radio** Mr. Gerald Haskins, **Station Manager** John Mueller, **Public Programming Coordinator** Claire Archibald, **Music Director** Anthony Segraves, **News Director** Pat Ford, **Sports Director** Don Lyon and **Traffic Manager** Cathy Lutz. With this staff and a total of eighty student volunteers from all parts of the Madison campus this school year, it looks as though WMRA-FM will have a very successful term, power increase or not!



STATION MANAGER John Mueller scans copy in WMRA production room.



CATHY LUTZ goes over AP copy for errors before rewrite.

National Survey Reveals Influence Of Low-Power Broadcast Stations

Ten watt stations are "solely or primarily... used as training facilities and offer little or no noncommercial educational programming. . . Continuation of Class D (10-watt) stations (should be permitted) only where they cause no interference to the direct reception of the signals of other broadcast stations." (PETITIONFORRULE MAKING, p. 13 and p. 16, filed May 12, 1972 by the Corporation for Public Broadcasting before the FCC.) Little or no evidence was presented to support the charge.

This is the second in a series of reports on the result of a nation-wide survey of low-power stations. (See JOURNAL OF COLLEGE RADIO, Vol. 9, No. 7, April-May, 1972, p. 9, "Minority Programming in College broadcasting".) Reports to follow will discuss control and programming of these stations and offer recommendations for improving their service.

Broadcast Schedule. 63% of the stations broadcast 7 days a week, 9% six days and 28% five days. 19% program for 8 or less hours per day, 54% between 8 and 16 hours, 13% between 16 and 23 hours, and 5% twenty-four hours daily. 9% reported irregular daily broadcast hours. Table I shows regular station sign-on and sign off hours.

Table I

Regular Sign-on and Sign-off Hours
N - 121

Sign-on Between:	%
6 a.m.-9 a.m.	19
9 a.m.-noon	12
Noon- 3 p.m.	15
3 p.m.-6 p.m.	20
6 p.m.-9 p.m.	3
24 hour operation	5
Irregular (more than 1 sign-on per day)	26
Sign-off Between:	%
6 a.m.-3 p.m.	3
3 p.m.-6 p.m.	7
6 p.m.-9 p.m.	5
9 p.m.-midnight	33
Midnight-5 a.m.	20
24 hour operation	5
Irregular (more than 1 sign-off per day)	27

46% reported they maintain a regular schedule during Thanksgiving, 31% during summer, and 26% during Christmas, vacations. 80% go on the air beyond normal hours of operation for special program services. 7% broadcast in stereo. 66% have 10 watts or less effective radiated power, 24% between 11 and 20 watts, and 10% above 20 watts. 16% cover 5 or less miles with their signal, 15% between 5 and 10 miles, 39% between 10 and 15 miles 17% 15 to 20 miles, and 13% above 20.

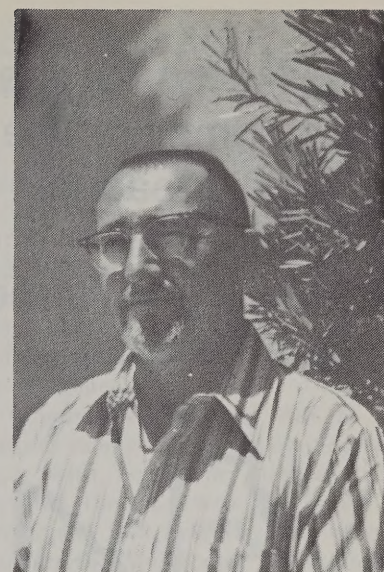
Facilities. Only 30% of low-power stations have emergency, 14% short wave, 10% police, and 2% aircraft, monitoring apparatus. Stations operate out of cramped quarters, as Table II shows.

Table II
Square Footage
N - 119

	% Studios	% Offices
Zero		8
Less than 100	8	19
100 - 199	20	19
200 - 299	13	17
300 - 399	10	10
400 - 599	18	10
600 - 900	18	9
1000 or more	13	8

As a result of these figures 10% of the respondents graded their facilities as superior, 23% excellent, 42% good, 19% fair, and 6% poor. 72% felt they had "adequate" newsroom space.

Program Staff. One measure of the equality of a station's function might be to ascertain program areas in which the station maintains full-time personnel. 68% reported they had a least 1 staff member devoting full station time to news, 64% to music, 59% to sports. 52% to publicity, 32% to community affairs. 30% to cultural affairs, 26% to instruction, and 19% to minority interests. 85% reported 100% of operations was done by students; 92% reported their facilities were used by students engaged in radio education. Of these stations, 8% said they had 10 or less students involved regularly in their operations, 22%



Howard S. Martin

Professor Martin began his career in broadcasting in 1949, has worked in stations in several states, and has been closely associated with three 10-watt Class D stations. He has authored articles for the JOURNAL in the past. He is an Associate Professor and former Chairman of the Department of Radio-TV, California State College, Long Beach.

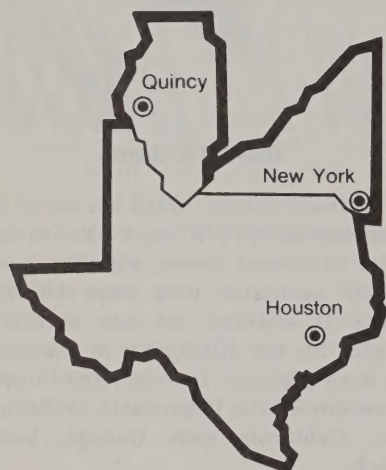
between 15 and 25 students, 29% between 30 and 45 students, 22% 50 and 70 students, 11% between 75 and 100 students, and 8% 100 or more students. 70% of the stations reported that only once or twice a week was it necessary to substitute board men or announcers for missing personnel, and another 20% estimated this happened only 3 and 4 times a week. 24% said no faculty, other than the advisor, were regularly involved in station operations, 42% 1 faculty member so involved, 21% 2 faculty, and 13% 3 or more.

The third class tickets, of course, is required for on-the-air equipment operation; all stations have personnel so licensed, although only 7% reported "all" staffers had this license. 76% reported no one on the staff had a second class ticket. 36% said no person had the first class license, 37% had one such person, 16% two, and 11% 3 or more.

Engineers. 38% of the stations have a full-time, 10% a half-time. 50% a quarter-time, and 2% no, engineer. 24% do not pay their full-time, and 33% do not pay their quarter-time, engineer. Table III makes it apparent engineers do

(Continued next page)

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Low-Power Stations—Continued from preceding page

not get a completely fair shake; Table IV shows sources of funds used to pay engineers.

Table III
Salaries Reported in Returns
N — Not important

Full-time Yearly			Half-time Yearly	
\$100*	\$1500	\$8500	\$300	\$2000
\$200*	\$2500	\$9000	\$500*	\$3300
\$300*	\$5000	\$10000	\$660	\$4200
\$400*	\$7000	\$12000		\$6000
\$1000	\$7500	\$15000		

Quarter-time			Quarterly	Yearly	
Hourly	Weekly	Monthly			
\$1.95	\$35	\$15	\$50	\$100	\$850
\$2.00*		\$30	\$100*	\$150*	\$1000
\$3.00		\$50		\$250	\$1200
\$3.50		\$200		\$350	\$3000
\$5.00*				\$450	

*Reported on 2 returns;
all others mentioned once

Table IV
Who Pays the Engineers?

	%		%		%	
	Full-time		Half-time		¼-time	
	N - 34		N - 10		N - 38	
Station Budget	8	23	1	10	16	42
Licensee	2	6			2	5
State	5	15			1	3
College, Dept. thereof, etc.	11	32	8	80	8	21
He's member faculty or state employee	2	6				
District or board of education	4	12			5	13
Student body-government-fees	2	6	1	10	6	16

Budgets. Table V depicts the dollar amounts stations get for various types of budgets. In only 5% of all stations does the licensee provide 100% of operating funds. 55% reported the student body, on a regular basis, provided some operating funds. (Some licensees are student bodies.) Of these, half get 100%

from that source; 16% reported the student body supplied 25% or less of the total station budget, 9% get between 25% and 50% of their budget from students, and another 4% get up to three-quarters of all budgets from students.

Table V
Budgets

	% Salaries	% New Equipment	% Replacement Equipment	% Operating	% Total Annual
Below \$500	5	13	37	14	
\$500-\$1000	8	15	7	13	10
\$1000-\$2500	18	28	24	22	17
\$2500-\$5000	8	10	5	25	13
\$5000-\$10000	6	6		17	34
\$10000-\$15000	2			5	10
\$15000-\$20000	5			2	5
\$20000-\$25000	4			1	5
Above \$25000					6
"None" or "Zero"	44	28	27	1	

(stated on response)

(Continued next page)

Cameron Awarded First Place in Columbia's Armstrong Awards

Lehigh University senior, A. James Cameron, has been awarded a first place prize of \$500 and a bronze plaque for a community service radio documentary which he produced and entered in Columbia University's Eighth Annual Armstrong Awards.

Presentation of the award, sponsored by the Armstrong Memorial Research Foundation and administered by Columbia's School of Engineering and Applied Science, took place (Sat, Apr. 8) at a luncheon, during the convention of the National Association of FM Broadcasters, in Chicago's Palmer House.

Cameron received the honor for his program "Old Friends" which won first place in the community service category, non-commercial stations division. He represented Lehigh University's WLVR radio, one of two sister-stations in the Lehigh Student Radio Network.

Presenting the prize money and the plaque to Cameron were Wesley J. Hennessy, dean of Columbia's Engineering School, and Elie Abel, dean of Columbia's graduate School of Journalism.

Cameron is the son of Mr. and Mrs. A. H. Cameron, of 287 Palisade Ave., Dobbs Ferry, N.Y. He is a dean's list student, majoring in social relations in Lehigh's College of Arts and Science and has been accepted to Michigan State University, where he will matriculate for an advanced degree in Television-Radio study sequence.

He has served as WLVR program director during the past three academic terms. Both Lehigh Radio Network stations are student-operated and program to the interests of the University community 24-hours a day during the academic year.

On his documentary "Old Friends," Cameron explains: "The purpose of this program was to make young people more concerned about the problems of the aged, and to encourage them to participate actively in existing volunteer programs in local hospitals and nursing homes."

Cameron wrote and produced the program as an independent study pro-

ject, at Lehigh, under the supervision of faculty advisor Dr. James R. McIntosh, who is assistant professor of sociology.

Commenting on the superior quality of the documentary, the judges remarked:

"In a time when it's the 'in thing' among certain young groups to shun persons over 30 ... the department of social relations at Lehigh University should be highly commended for its courage, sensitivity and understanding in trying to help people of another era who are living out their last few years in loneliness and desperation. This is a program that tries to build-up, rather than to tear-down; and it succeeds nobly."

The documentary consists of a number of interviews with elderly people in hospitals and nursing homes in the Bethlehem (Pa.) area. The interviews are blended with contemporary music to make the program more viable to the university student audience, to which it is directed.

Miss Barbara E. Solt, Lehigh's coordinator of volunteer community services, was instrumental in arranging these interviews for Cameron. The producer also expressed particular gratitude to the Bethlehem (Pa.) Senior Citizens Center and the Holy Family Manor for their cooperation.

"Old Friends" will be syndicated by the Intercollegiate Broadcasting System (IBS) in the near future. Other plans include adding film to the existing sound track for future television use.

Some of the funds received by the Lehigh Radio Network, as a result of Cameron's prize-winning documentary, will be used to establish an incentive award, specifically for Lehigh students, to encourage further production of documentaries.

Earlier this academic term (autumn 1971), Cameron was commissioned by IBS to write and produce a series of radio programs, which are now distributed in more than 350 College stations throughout the United States and Canada. The series, consisting of thirteen 30-minute programs which examine the development of "progressive" music, is titled "Rock Perspectives."

Low-Power Stations

(Continued from preceding page)

In actual dollar amounts, with 69 stations reporting, 18% get less than \$1000 a year from students, 8% between \$1000 and \$2500, 16% between \$2500 and \$5000, 13% between \$5000 and \$7500, 6% between \$7500 and \$10,000, 26% above \$10,000, and 13% did not specify the amount contributed by the student body.

Community Contacts. 90% of the stations reported they maintained contacts with community leaders. 45% reported these contacts are regular in nature and 55% irregular. 78% keep in touch with civic groups, 59% with service clubs, 57% with churches, 41% with the Chamber of Commerce, 37% with the mayor, and 32% with city councilmen. 5% of the stations themselves belong to local community organizations, and 56% of the respondents reported that some of their station personnel do belong to local community organizations.

(Editor's Note: Next month Professor Martin will discuss the control and programming of Class D stations.)



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SOUND EFFECTS

Lehigh University Names '72 Officers

The Lehigh Student-Operated Radio Network, including stations WLVR (radio 690) and WLRN (radio 640) of Lehigh University, has elected new officers for the 1972 fall semester.

Named to the following positions are:

Kenneth A. Wasch, son of Mr. and Mrs. Sidney G. Wasch, (73 Salem Road), Roslyn Heights, N.Y., a sophomore in Lehigh's College of Business and Economics, general manager;

Stephen K. Klasko, son of Mr. and Mrs. Leon L. Klasko, (1744 Sue Ellen Drive), Havertown, Pa., a freshman in the College of Arts and Science, business manager;

Robert P. Seidel, ward of Mrs. Jeanette R. Shurr, (442 Windsor St.), Reading, Pa., a freshman in the College of Engineering, chief engineer;

Kenneth M. Leff, son of Mr. and Mrs. Daniel Leff, (106 Greenwood Drive), Millburn, N.J., a junior in the College of Arts and Science, WLRN program director;

Bruce G. Toole, son of Mr. and Mrs. W. Hugh Toole, (5 Well Fleet Drive),

Media, Pa., a sophomore in the College of Arts and Science, WLVR program director;

Robert C. Stein, son of Mr. and Mrs. Larry Stein, (26 Spruce), Pine Grove, Pa., a freshman in Lehigh's five-year Arts-Engineering program, news director;

And, Michael Actis-Grande, son of Mrs. Winfield S. Fox, (68 Shortview Drive), Yonkers, N.Y., a sophomore in the College of Business and Economics, sports director.

Lehigh's WLRN station was founded in 1947 by students, and celebrated its 25th anniversary earlier this year (1972). WLVR was created by students in 1961, as the companion station to WLRN.

During the academic year, both stations broadcast 24 hours a day. The stations are operated solely by the students and are supported through advertising and through an allocation from the University.

Director of public information at Lehigh, Samuel I. Commor, is advisor to the Lehigh Radio Network.

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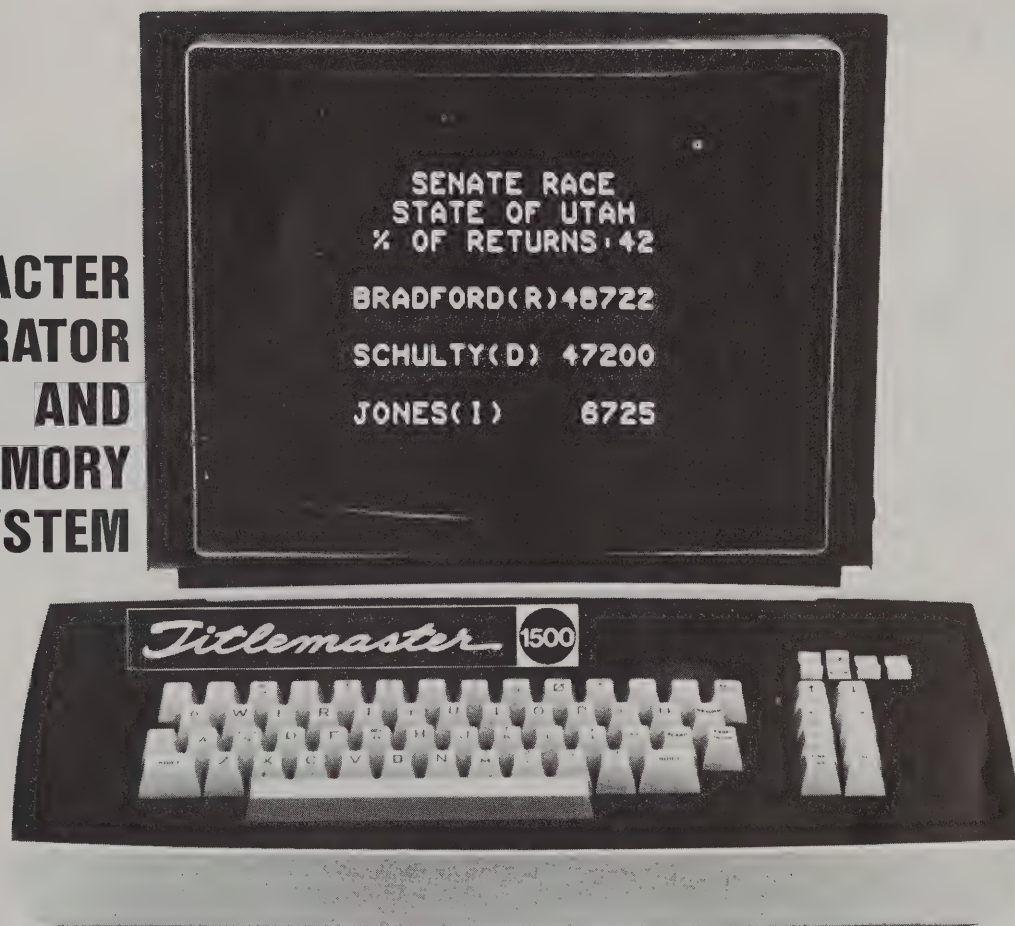
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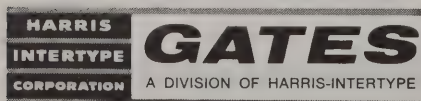
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The names and addresses of the Publisher, Editor, and Managing Editor are: Publisher, Jack Deskin; Editor, Jack Deskin; Managing Editor, Sandra Holston; all offices located at the University of Southern Mississippi, Dept. of Communication, Hattiesburg, Ms. 39401.

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I certify that the statements made by me above are correct and complete.

Jack Deskin
Publisher

KCSC's Martin Active Participant In The Arts

"The Sound of Music" plays a big part in the life of Clyde Martin.

Martin, who appeared in the Lyric Theatre production of "The Sound of Music" last summer, is classical music director for KCSC-FM, campus radio station at Central State University.

One of the founders of Mummars Theatre in 1949, Martin hosts the Wednesday evening opera program on KCSC. He also programs all music for Masterworks, a program of classical music aired 7-10 p.m., Monday through Friday.

In addition to his KCSC duties, Martin plays many roles in Lyric, Mummars and Jewell Box Theatres. Since founding the Mummars, he has acted in 75 plays, the most recent being "Arsenic and Old Lace": and "The Fantastiks."

Some of his favorite roles include Polonius in "Hamlet," Hornbeck in "Inherit the Wind" and Lord Brockhurst in "The Boy Friend," which repeated for the third time last year at Jewell Box.

His most recent appearance was in "La Boheme," produced by the Oklahoma Symphon Orchestra. A graduate of Pasadena Playhouse College of Theatre Arts, he has acted in 40 plays "with some of today's top stars."

Martin also has a role in "The Only Way Home," a motion picture film produced in Oklahoma last fall by G. P. Spoalin of Oklahoma City. The film is to be released this spring.

And somehow between KCSC and his acting, Martin teaches a class in opera appreciation at St. Luke's School of Continued Education and is employed as an Oklahoma County librarian.

"We are extremely fortunate and honored to have Clyde Martin programming our classical music," said Jonathan Wood, KCSC station coordinator. "Clyde's experience and talent certainly shows through in his programming ability."

"Opera is my principle interest, and I enjoy it very much," stated Martin. "Programming is something new to me, but I'm enjoying it also."

KCSC broadcasts a 28,000 watt stereo signal at 90.1 megahurts. All programs originate from the Homer L. Johnson Memorial Studios in the Communications Building at Central State.

Clyde Martin's life revolves around "The Sound of Music." He acts, teaches and programs it.

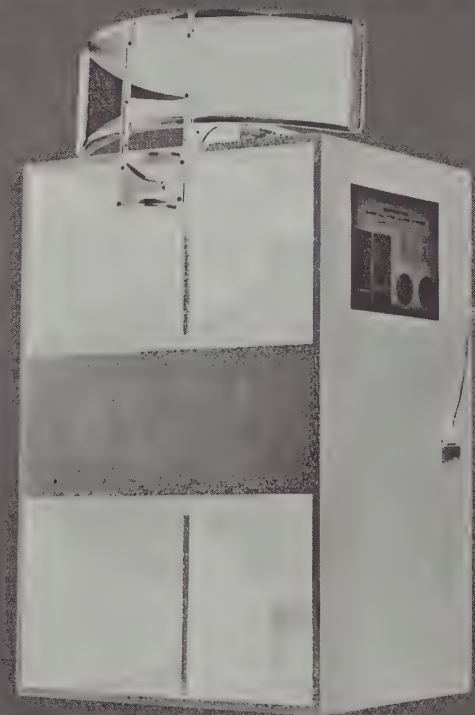
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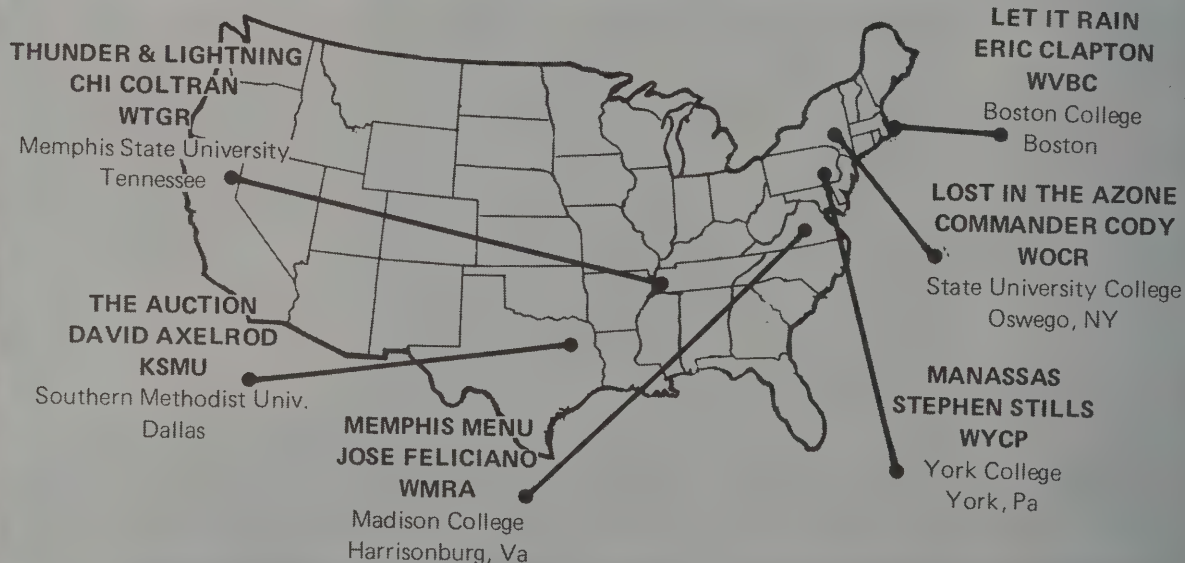
SINGLES

A LONELY MAN
A PIECE OF PAPER
DEDICATED TO THE ONE I LOVE
ELECTED
DON'T DO IT
FROM THE BEGINNING
GARDEN PARTY
GERONIMO'S CADILLAD
GOOD FOOT, PART I
GOOD TIME CHARLIE'S GOT THE BLUES
HAPPIER THAN THE MORNING SUN
IF I COULD REACH YOU
IF YOU LET ME
MIDNIGHT RIDER
POOR BOY
ROCK 'N ROLL SOUL
SO LONG DIXIE
SPACE MAN
SUNNY DAYS
WEDDING SONG

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GLADSTONE
TEMPTRESS
ALICE COOPER
THE BAND
EMERSON, LAKE & PALMER
RICK NELSON
MICHAEL MURPHEY
JAMES BROWN
DANNY O'KEEFE
B.J. THOMAS
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ALBUMS

ALL DIRECTIONS
BABY DON'T GET HOOKED ON ME
BEN
CARNEY
CLOSE TO THE EDGE
DAYS OF THE FUTURE PASSED
GREATEST HITS ON EARTH
HONKY CHATEAU
HOT LICKS, COLD STEEL
& TRUCKERS FAVORITES
JERMAINE
LIVE AT THE PARAMOUNT
LOST & FOUND
MADE IN ENGLAND
ON STAGE
PASSIN' THRU
ROCK OF AGES
ROCKY MOUNTAIN HIGH
SUMMER BREEZE

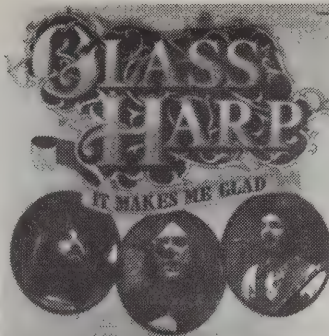
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LEON RUSSELL
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GUESS WHO
HUMBLE PIE
ATOMIC ROOSTER
RICHIE HAVENS
JAMES GANG
THE BAND
JOHN DENVER
SEALS & CROFTS

GORDY
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MOTOWN
SHELTER
ATLANTIC
DERAM
BELL
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PARAMOUNT
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A & M
ELEKTRA
STORMY FOREST
ABC
CAPITOL
RCA
WARNER BROS.

GLASS HARP
(It Makes Me Glad)

DECCA DL7-5358

This album should make any Rock FM (or AM) listener glad. Rock version of "Do Lord" is a sure mind-bender. Judging by what's contained within these tracks, the group should make in on the college market with this one. Give a listen to "Sailing On A River."



JACK NITZSCHE
(St. Giles Cripplegate)

REPRISE MS 2092

By listening to this album one wouldn't believe that Jack Nitzsche has worked with Neil Young, The Rolling Stones, and Jackie DeShannon! Jack combines his writing and arranging talents with those of the London Symphony's to create an outstanding classical sound. Surely not for a hard Rock audience, but the classical buffs will dig it.

REDWING
(What This Country Needs. . .)

FANTASY 9405

This second album by Redwing for the Fantasy label is a solid follow-up to their first. Redwing is a solid, tight, simple Rock group that doesn't complicate a sound with garbage just to add some noise. If you like simplicity, spin this one. Includes a knock-out version of the Rock classic, "Walkin the Dog."



WALTER HAWKINS
(Selah)

FANTASY 9410

As far as single potential goes, this Soul blockbuster is in the wrong league. It is not a commercial Soul by any means, but an FM sound throughout. Strong FM listeners should approve of its easy, yet intense drive. "Mac-Arthur Park" is revamped in fine Soul style.

THREE DOG NIGHT
(Seven Separate Fools)

ABC DUNHILL
DSD 50118

The latest LP by TDN contains the current Top-40 chart climber "Black and White." Sounds as though the album will prove to be another gigantic best-seller for the group. "Going In Circles" is a very mellow cut.



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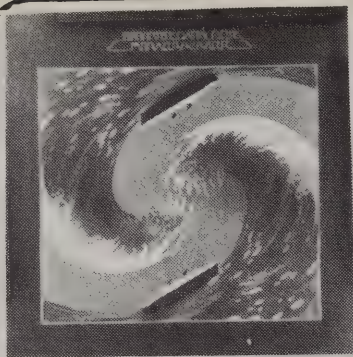
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Disc Notes

By RICK SPENCE



THIRTY DAYS OUT (Miracle Lick)

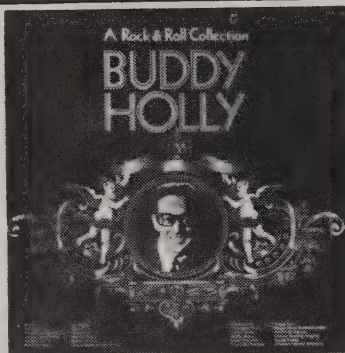
REPRISE MS 2085

Thirty Days Out number one was popular as a wall poster, but Miracle Lick should make it on the turntables. Group's own writing and production is good throughout. There's college market potential in "Honey I Do."

BUDDY HOLLY (A Rock and Roll Collection)

DECCA DXSE7-207

Nothing really new can be said about Buddy Holly, his music, or the short time he was alive to contribute his material. This double LP says it all without words; it contains an even two dozen of Buddy's releases. A campus station's music director who truly knows the roots of today's sounds won't fail to feature this one.



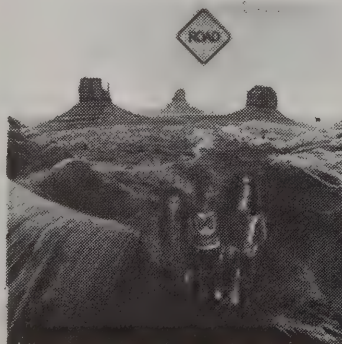
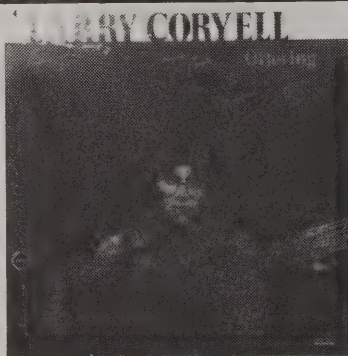
SMOKEY ROBINSON AND THE MIRACLES (Flying High Together)

TAMLA T 318L

Smokey and company come across again with another top-notch album. Smokey and the Miracles have been putting out good sounds for years, and they haven't let up on this one, "With Your Love Came" is a potential Top-40 smash. "Got To Be There," the Jackson Brothers hit, is recut in typical great Smokey style.

LARRY CORYELL VANGUARD VSD 79319 (Offering)

Jazz fans, especially jazz guitar fans, should not overlook this powerful artist's current release. Fuzz-tone jazz guitar by Larry Coryell and Company is something to **experience**, not merely to hear.



ROAD (Road)

(MOTOWN) NATURAL
RESOURCES NR 105L

Motown is further diversifying away from straight Soul. Those wonderful Black people who gave you **Rare Earth** are now bringing you **Road!** Listen to them. Your ears will gather what your eyes might not. "I'm Trying" is the major thing on the LP.

Believe it or not, we're already into another October, and another Annual issue of JCR. I never thought that a year could have gone by quite so fast, but it did, and we all have to deal with that fact in a positive manner. For example, what has your station done for its audience in the past year? Have you properly informed them? Have you at least attempted to bring to their attention events that, as broadcasters, it is your responsibility to? Have you looked for new ways of approaching old problems, or have you retained the tried and proven methods—those that almost all college broadcasters usually realize are over 20 years old.

It is quite easy to lookback upon the past year as one during which many things were learned, but the real reason to look back is to see if you have learned as much as you **might** have learned. If you have learned **half** of that, you are making progress, but remember, in the radio business, it's never handed down on that proverbial silver platter, but only grabbed by those who can keep up with the changes.

Many stations are starting to realize that music isn't the only element in radio programming, and are doing a lot more in the way of event-oriented programming. With a combination of music and public events programming, your station can be "the one to listen to" in your community, as the college broadcaster has a unique position that most other stations don't. The campus broadcaster **knows** his audience, or at least he **should**. Surveys and other forms of research are handy tools to use in determining if you are reaching your audience, and should be used often.

Another problem with music programming that I have recently discussed with a few educators is that of station in-groups. Some music people in college radio are only interested in playing the style of music that appeals to **them**, and their small circle of friends at their station. They apparently miss the point of programming in the **public interest**. Playing music for your own benefit is **not** responsible broadcasting. The campus station, like any other station, is not a toy to be played with in the hands of a few privileged individuals. It should be a mirror that reflects the entire community's tastes.

Is your station guilty of this gross error? Think about it. . .

While on the subject of music programming, certain terms have come to mind that are sometimes confused by neophyte radio people. These are (among others), Progressive Music Underground Music, and Progressive Format. While I have my own ideas about these definitions here are those of Jim Ladd, National Secretary of the newly-formed National Association of Progressive Radio Announcers:

1. Progressive Radio — mostly album oriented music, usually with emphasis on lyrical content.
2. Underground Music — Usually, as far as hard core definition goes, anti-establishment and controversial issue-oriented, or very simply, specific audience or cultural connotations, usually connected with the youth.
3. Progressive Format — simply a free-form approach on an individual basis expressing (an announcer's) feeling, at will, to his audience in a given manner, which he is usually free to decide. In short, a progressive format is an **un-format**, with emphasis placed on the creative capacity of the personality on the air.

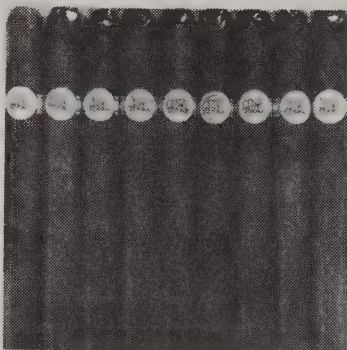
Well, that's one person's definition of these terms. Does anybody have any different viewpoint? If so, send them to me, care of JCR and we'll "air" them in this column.

In progressive programming I can agree that there is usually more sharing of the artist's background; objectives, etc., which brings up a problem.

The record companies often send the product to the stations at one time, and the promotional literature about the artist at another. If a station's programming depends on artist information (or worse yet, information, and **no album**)! This is a situation that companies such as MCA have gone out of their way to avoid by including literature enclosed within the record package.

I noticed a little blurb in the *Umbrella* of August, 1972, that stated that Elton John's "Honky Chateau" effort is the first "number one album Uni has had." Must have been some kind of marketing mishandling on Uni's part in the past, as Elton has always been number one in many circles.

(Continued next page)



JEFFERSON AIRPLANE GRUNT FTR 1007
(Long John Silver)

The JA label has appeared on everything from shopping bags to the cigars featured in this new LP. Available in the soft pak, the crush-proof box, and now in the new improved "stash box" which is exactly what the outer covering of the album neatly converts into, if you're at all handy with cardboard! "Eat Starch Mom" tells it like it is, at least as far as Grace Slick's lyrics go — "You say nothing's right but natural things—Poison Oak is a natural plant, why don't you put some in your food?" Right on.

BEAVER AND KRAUSE
(All Good Men)

WARNER BROTHERS
BS 2624

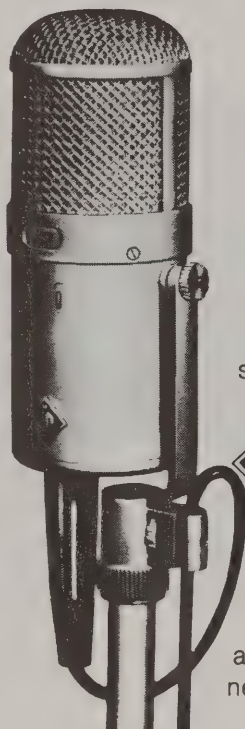
A lot of very beautiful production and an obvious taste for diverse sounds mark Beaver and Krause. The use of Moog on this album is not typical, because it is not an attempt to show off the capabilities of the Synthesizer. Rather, this album is a blend of the Moog and the more traditional instruments, and a very smooth blend at that. "A Real Slow Drag" from Scott Joplin's opera, "Treemonisha" is mixed with Moog on the last cut, producing an unusual effect.



**Other
New
Releases**

LANI HALL (Sundown Lady)	A&M
THE BUNCH (Rock On)	A&M
CASHMAN AND WEST (A Song or Two)	DUNHILL
SALLY KELLERMAN (Roll With The Feelin')	DECCA
BIRTHA (Birtha)	DUNHILL
JERMAINE (Jermaine)	MOTOWN
DAVID AXELROD (The Auction)	DECCA
BOOKER T. AND PRISCILLA (Home Grown)	A&M
ALICE CLARK (Alice Clark — 362)	MAINSTREAM
PETE YELLIN (Dance of the Allegra — 363)	MAINSTREAM

Son of U47



It looks a lot like the old man.
What a mike he was. What presence. What a shame he had to go.
From 1947 to 1960, the U 47 revolutionized the recording and broadcasting industries.
And now his kid has arrived on the scene. The U 47 fet.

Its subjective quality is unchanged, because its head enclosure is just as it was twenty-five years ago. (You see, it's primarily the shape of the grille that gives a microphone its unique sound, and the demand for the U 47's distinctive sound has never slackened.)

What's new about the U 47 fet? Everything that 1972's state-of-the-art makes possible—op amps and all! It is protected against wind and pop interference. Its capsule is elastically mounted to isolate it from mechanical shock disturbances.

The U 47 fet features both a 10 dB overload protection switch at the input of its internal electronics and a 6 dB switchable output pad to permit matching to highly sensitive microphone input circuits. A low-frequency roll-off is provided by a third switch. It goes without saying that the U 47 fet features compatible "Phantom"® powering. But it's hard to believe that it has a dynamic range of 136 dB, as compared to the old man's 86 dB. That's 50 dB wider!

The result: a great new microphone that adds lustre to a great old reputation.

The old man would have been proud.

For additional information, call or write:

GOTHAM
AUDIO CORPORATION

2 West 46th Street, New York, NY 10036 (212) 265-4111
1710 N. LaBrea Avenue, Hollywood, CA 90046 (213) 874-4444
In Canada: J-Mar Electronics Ltd.

Disc Notes

(Continued from preceding page)

Again, as in past issues, I have to say that we at JCR are very disappointed at the number of playlists that we receive on a regular basis. To those of you that send in your playlists regularly to JCR—Thanks! To those of you who don't, I can only imagine that you don't send in your playlists to record companies, either. Have you ever thought that this might be the reason why the record companies don't send their records to your station? After all, if they don't know what is happening to their product, they don't send—it's as simple as that! Let's start sending weekly playlists right away to all record companies—if you don't have the addresses, I am in the process of compiling a master list so that all stations can wallpaper the companies every week.

But I would like to receive your playlists to me at JCR.

I hope that everybody in college radio will have a good month, and I know that you'll try to! Later.

CCA **2**
sells
TRANSMITTERS
EVERY DAY...

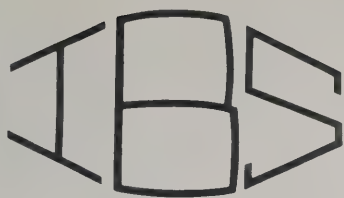
Broadcasters are now purchasing CCA AM and FM broadcast transmitters at the

rate of two every working day. The broadcast industry appreciates the CCA combination of "performance", "service" and "realistic pricing".



CCA **ELECTRONICS**
CORPORATION
716 JERSEY AVE., GLOUCESTER CITY,
N. J. 08030 • Phone: (609) 456-1716

The Intercollegiate Broadcasting System



1973 MEMBERSHIP

ALABAMA

WABP Univ. of Alabama, University

ALASKA

KMPS University of Alaska, College

ARIZONA

KNAU Univ. Northern Arizona, Flagstaff

ARKANSAS

KASC Ark. St. Teachers College, Conway
KHCA Harding College, Searcy
KJBU John Brown Univ., Siloam Sprs.

CALIFORNIA

KBBK Bethany Bible College, Santa Cruz
KBCC Bakersfield Comm. College, Bakersfield
KBLA Calif. State Col. at Los Angeles
KSBS The Cate School, Carpinteria
KNAB Chapman College, Orange
KCSC Chico State College, Chico
KCMC Claremont Men's College, Claremont
KFSR Fresno State College, Fresno
KHCR L.A. Harbor College, Wilmington
KXLU Loyola Univ., Los Angeles
KUXY Occidental College, Los Angeles
KRHC Rio Hondo Jr. Coll., Whittier
KUSF Univ. San Francisco, San Francisco
Westmont College, Santa Barbara

COLORADO

KAS Adams State College, Alamosa
KCSU Colorado State Univ., Fort Collins
KUNC Univ. of Northern Colorado, Greelev
KVDU Denver, Univ. of, Denver

CONNECTICUT

WPKN Univ. of Bridgeport, Bridgeport
WGMB Bridgewater College Bridgewater
WCCS Central Conn. State Coll., New Britain
WCNI Connecticut College, New London
WVOF Fairfield University, Fairfield
KWER Greenwich High School, Greenwich
WRMC Loretto Heights College, Denver
Mitchell College, New London

WHUS

Univ. of Connecticut, Storrs

DELAWARE

WWBC Brandywine College, Wilmington
WSLY Wesley College, Dover

DISTRICT OF COLUMBIA

WAMU American University, Washington
WGTB Georgetown University
WEBS Marjorie Webster Jr. College
WRTC Trinity College

FLORIDA

WFPC Florida Presbyterian College, St. Petersburg
WFSU Florida State Univ., Tallahassee
WJCR Jones College, Jacksonville
WVUM Univ. of Miami, Coral Gables

GEORGIA

WACC Atlanta Christian College, East Point
WAUC Atlanta Univ. Center, Atlanta

IDAHO

KUOI University of Idaho; Moscow
KCRH Northwest Nazarene College, Nampa
KVIK Ricks College, Rexburg

ILLINOIS

WVIK Augustana College, Rock Island
WRSE Elmhurst College, Elmhurst
WGRN Greenville College, Greenville
WHCR Harper College, Palatine
WIIT Illinois Institute of Tech., Chicago
WGLT Illinois State University, Normal
WILC Illinois College, Jacksonville
WLFC Lake Forest College, Lake Forest
WLCL Lewis College, Lockport
WLUC Loyola University, Chicago
WMMC MacMurray College, Jacksonville
WNPC North Park College, Chicago
WNIU Northern Illinois University, DeKalb
WTPC Principia College, Elsau
WWQC Quincy College, Quincy
WRBC Roosevelt University, Chicago
WRSB Shimer College, Mount Carroll
WIDB Southern Illinois Univ. Carbondale

WIUM Western Illinois Univ., Macomb
WETN Wheaton College, Wheaton

INDIANA

WHWE Howe Military School, Howe
WICR Indiana Central College, Indianapolis
WITB Indiana Inst. of Tech., Fort Wayne
WIUS Indiana University, Bloomington
WBKE Manchester College, North Manchester
WSND Univ. of Notre Dame, South Bend
WOWI St. Joseph's College, Rensselaer
WTUC Taylor University, Upland
WVUR Valparaiso Univ., Valparaiso
WVTI Valparaiso Tech. Inst., Valparaiso

IOWA

KCUI Central College of Iowa, Pella
KCOE Coe College, Cedar Rapids
KRNL Cornell College, Mount Vernon
WGVU Univ., Dubuque, Dubuque
KDIC Grinnell College, Grinnell
KWAD Univ. of Iowa, Iowa City
KAMA Iowa Wesleyan College, Mt. Pleasant
KWAR Wartburg College, Waverly
WPCS William Penn College, Oskaloosa

KANSAS

KNBU Baker University, Baldwin City
KFHS Fort Hays State College, Hays

KENTUCKY

WRVG Georgetown College, Georgetown
WXKE Univ. of Louisville, Louisville

LOUISIANA

KGRM Grambling College, Grambling
WLPI Louisiana Polytechnic Inst., Ruston
WLDC Loyola Univ., New Orleans
KVFG Nicholls State Univ., Thibodaux
KRVS Univ. of Southwestern La., Lafayette
WTUL Tulane University, New Orleans

MAINE

WRJR Bates College, Lewiston
WBOR Bowdoin College, Brunswick
WMHB Colby College, Waterville
WMMA Maine Maritime Academy, Castine
WNCY Nasson College, Springvale
WBSF Saint Francis College, Biddeford
WRAM Unity College, Unity

MARYLAND

WGTS Columbia Union College, Takoma Park
WJHU John Hopkins Univ., Baltimore
WMUC Univ. of Maryland, College Park
WVTS Towson State College, Towson
WRNV U.S. Naval Academy, Annapolis

MASSACHUSETTS

WAIC American Internat. College, Springfield
WRWB Babson Institute, Babson Park
WVBC Boston College, Chestnut Hill
WBUR Boston University, Boston
WTBU Boston University, Boston
WCUW Clark University, Worcester
WVAC Curry College, Milton
WHRB Harvard University, Cambridge
WCHC College of Holy Cross, Worcester
WLTI Lowell Technical Institute, Lowell
WMUA Univ. of Massachusetts, Amherst
WRSH Massasoit Comm. College, North Abington
WVMM Merrimack College, North Andover
WNRC Nichols College, Dudley
WRBB Northeastern University, Boston
WSCB Springfield College, Springfield
WTCC Springfield Tech. Comm. Col., Springfield
WSTO Stonehill College, North Easton

MICHIGAN

WVAC Adrian College, Adrian
WVOD Univ. of Detroit, Detroit
WFRS Ferris State College, Big Rapids
WVKV Kalamazoo Valley Comm. Col., Kalamazoo
WELL Leelanau School, Glen Arbor
WKCC Kirtland Comm. Coll., Roscommon
WMJB Macomb County Comm. Col., Warren
WMGR Marygrove College, Detroit
WCBN Univ. of Michigan, Ann Arbor
WMSN Michigan State University, East Lansing
WBXX Northern Michigan Univ., Marquette
WJRN Northwood Institute, Midland
WBSD Olivet College, Olivet
WAYN Wayne State University, Detroit
WIDR Western Michigan Univ., Kalamazoo

MINNESOTA

KBSB Bemidji State College, Bemidji
KMAC MacAlester College, Saint Paul
KGMA Mankato State College, Mankato
WMSU Mankato State College, Mankato
WMMR Univ. of Minnesota of Minneapolis
KMSC Moorhead State College, Moorhead
KSMC Saint Mary's College, Winona
KSJU Saint John's Univ., Collegeville

MISSISSIPPI

WKFB Keesler Tech. Training Cntr., Biloxi
WJDC Miss. Gulf Coast Jr. Col., Jeff. Davis Campus
WCBH Univ., of Mississippi, University
WMSU Univ. of Southern Miss., Hattiesburg

MISSOURI

KMOE Central Methodist College, Fayette
KCBC Central Bible College, Springfield
KULR Drury College, Springfield
KCCS Univ. of Missouri, Columbia

KMSM Univ. of Missouri at Rolla
 KMFA Univ. of Missouri at Rolla
 KNOS Missouri Valley College, Marshall
 KDLX Northwest Missouri St. Col., Maryville
 KRC Rockhurst College, Kansas City
 KBIL Saint Louis University, Saint Louis
 KFRH Washington University, Clayton

MONTANA

KGLT Montana State University, Bozeman

NEBRASKA

KDCV Dana College, Blair
 KOVF Kearney State College, Kearney

NEVADA

KUNR University of Nevada, Reno
 KYNE University of Nevada, Reno

NEW HAMPSHIRE

WDCR Dartmouth College, Hanover
 WFPR Franklin Pierce College, Rindge
 WKSC Keene State College, Keene
 WVNB Nathaniel Hawthorne College, Antrim
 WNEC New England College, Henniker
 WUNH Univ. of New Hampshire, Durham
 WPCR Plymouth State College, Plymouth

NEW JERSEY

WCCR Camden County College, Blackwood
 WNTI Centenary Coll. For Women, Hackettstown
 WERD Drew University, Madison
 WFDU Fairleigh Dickenson University, Teaneck
 WGLS Glassboro State College, Glassboro
 WHPH Hanover Park Region High School, Hanover
 WRLC Livingston College, New Brunswick
 WMCH Monmouth College, West Long Branch
 WVMS Montclair State College, Upper Montclair
 WJSV Morristown High School, Morristown
 WNCE Newark College of Engng., Newark
 WPSC Paterson State College, Wayne
 WPTN Pennington School, Pennington
 WWRC Rider College, Trenton
 WRSU Rutgers University, New Brunswick
 WRNU Rutgers University at Newark
 WSOU Seton Hall University, South Orange
 WCPR Stevens Inst. of Tech., Hoboken
 WTSR Trenton State College, Trenton
 WUC Union College, Cranford

NEW MEXICO

KENW Eastern New Mexico UNIV., Portales
 KUNM NUniv. of New Mexico, Albuquerque
 KRWG New Mexico State Univ. at Las Cruces
 KTEK New Mexico Inst. of Mining Tech., Socorro

NEW YORK

WALI Adelphi College, Garden City, L.I.

WALF Alfred Univ., Alfred
 WBCR Brooklyn College, Brooklyn
 WCWP C. W. Post College, Greenvale
 WCCR City College of N.Y., New York City
 WKCR Columbia University, New York City
 WVBR Cornell University, Ithaca
 WRER East Rockaway High School, E. Rockaway
 WECW Elmira College, Elmira
 WECC Erie Comm. College, Buffalo
 WHRW Harpur College, Binghamton
 WRHO Hartwick College, Oneonta
 WEOS Hobart College, Geneva
 WVHC Hofstra University, Hempstead, L.I.
 WJSL Houghton College, Houghton
 WHVC Hudson Valley Comm. Col., Troy
 WKCS Keuka College, Keuka Park
 WKCC Kingsborough Comm. College, Brooklyn
 WHCB Lehman College, Bronx
 WLMU Lemoine College, Syracuse
 WLIU Long Island University, Brooklyn
 WRCM Manhattan College, Bronx
 WMCR Marist College, Poughkeepsie
 WSUA N.Y. State Univ. College, Albany
 WVAT N.Y. State Univ. Col., Alfred
 WBSU N.Y. State Univ. College, Brockport
 WSCB N.Y. State University at Buffalo
 WCVF N.Y. State Univ. Col., Fredonia
 WGSU N.Y. State Univ. Col., Geneseo
 WONV N.Y. State Univ. Col., Oneonta
 WUSB N.Y. State Univ. Col., Stony Brook
 WKGO N.Y. State Univ. Col., Plattsburgh
 WCSU N.Y. State Univ. Col., Cortland
 WNYT N.Y. Institute of Tech., Old Westbury
 WOCR N.Y. State Univ. Col., Oswego
 WRPS N.Y. State Univ. Col., Potsdam
 WCMV N.Y. State Univ. Col., Morrisville
 WCOB N.Y. State Univ. Col., Cobleskill
 WNYU New York University, New York City
 WRMT Mohawk Valley Comm. Col., Utica
 WMCC Monroe Comm. College, Rochester
 WPIR Pratt Institute, Brooklyn
 WQCC Queensborough Comm. Col., Bayside
 WQMC Queens College, Flushing
 WITR Rochester Inst. of Tech., Rochester
 WRCC Rockland Comm. College, Suffern
 KSLU Saint Lawrence University, Canton
 WOFM Saint Bonaventure Univ., Saint Bonaventure
 WVCR Siena College, Loudonville
 WSCC Suffolk County Comm. College, Selken, Li
 WAER Syracuse University, Syracuse
 WKDT U.S. Military Academy, West Point
 WVKR Vassar College, Poughkeepsie
 WYUR Yeshiva College, New York

NORTH CAROLINA

WANT Agriculture & Tech. Col., Greensboro
 WASU Appalachian St. Univ., Boone
 WCCC Coastal Carolina Comm. Col., Jacksonville
 WDAV Davidson College, Davidson
 WDBS Duke University, Durham
 WMHC Mars Hill College, Mars Hill
 WKNC North Carolina St. Col., Raleigh

WVFN University of North Carolina, Charlotte
 WCAR University of North Carolina, Chapel Hill
 WUAG University of North Carolina, Greensboro
 WEHL University of North Carolina, Greensboro
 WSPC Pfeiffer College, Misenheimer
 WSAP Saint Andrews Prsbt. Col., Laurinburg
 WFDD Wake Forest College, Winston-Salem
 WCAT Western Carolina College, Cullowhee

OHIO

WAUP University of Akron, Akron
 WRHA University of Akron, Akron
 WBWC Baldwin Wallace College, Berea
 WBCR Bluffton College, Bluffton
 WFAL Bowling Green State Univ., Bowling Green
 WCSU Central State University, Wilberforce
 WFIB Univ. of Cincinnati, Cincinnati
 WDCW Defiance College, Defiance
 WDUB Denison University, Granville
 WVFC Findlay College, Findlay
 WHCR Heidelberg College, Tiffin
 WHRM Hiram College, Hiram
 WKCO Kenyon College, Gambier
 WRMU Mount Union College Alliance
 WMCO Muskingum College, New Concord
 WOBC Oberlin College, Oberlin
 WODR Ohio Dominican College, Columbus
 WOBN AM-FM Otterbein College, Westerville
 WERC AM University of Toledo, Toledo
 WCXU AM Xavier University, Cincinnati

OREGON

KLIN Linfield College, McMinnville
 KPUR Pacific University, Forest Grove
 KRRC Reed College, Portland

PENNSYLVANIA

WXAC Albright College, Reading
 WARC Allegheny College, Meadville
 WVBU Bucknell University, Lewisburg
 WTYL Bucks County Comm. College, Newtown
 WCCB Clarion College, Clarion
 WRCT Carnegie Inst. of Tech., Pittsburgh
 WDCV Dickinson College, Carlisle
 WESS East Stroudsburg State Col., E. Stroudsburg
 WJKB Edinboro State College, Edinboro
 WWEC Elizabethtown College, Elizabethtown
 WWFM Franklin & Marshall College, Lancaster
 WWGC Gettysburg College, Gettysburg
 WSAJ Grove City College, Grove City
 WHHS Haverford School System, Havertown
 WKSC Kutztown State College, Kutztown
 WJRH Lafayette College, Easton
 WLVR Lehigh University, Bethlehem
 WLCR Lycoming College, Williamsport
 WNT Mansfield State College, Mansfield
 WVMM Messiah College, Grantham
 WMSR Millersville State Col., Millersville
 WRMC Moravian College, Bethlehem
 WМУH Muhlenberg College, Allentown

WPGH AM
 KSFC AM
 WSVC AM
 WSJR AM
 WSYC AM
 WNFT AM
 WQSU FM
 WSRN AM
 WPRR FM
 WWVU AM
 WAJC AM
 WKUL
 WCUR
 WYCP

Univ. of Pittsburgh, Pittsburgh
 Saint Francis College, Loretto
 Saint Vincent College, Latrobe
 Saint Joseph's College, Philadelphia
 Shippensburg State College, Shippensburg
 Slippery Rock State College, Slippery Rock
 Susquehanna University, Selinsgrove
 Swathmore College, Swathmore
 Thiel College, Greenville
 Villanova University, Villanova
 Washington & Jefferson College, Washington
 Waynesburg College, Waynesburg
 West Chester State College, West Chester
 York College of Penn., York

RHODE ISLAND

WBCW Barrington College, Barrington
 WBRU Brown University, Providence
 WDOM Providence College, Providence
 WRU Rhode Island University, Kingston

SOUTH CAROLINA

KSBF Clemson University, Clemson
 WARP Erskine College, Due West
 WFRN Furman University, Greenville
 WUSC Univ. of South Carolina, Columbia
 WCRO Winthrop College, Rock Hill

SOUTH DAKOTA

KSFC Mount Marty College, Yankton
 KTEQ Slood Falls College, Slood Falls
 KESD South Dak. Sch. of Mines & Tech., Rapid City
 South Dakota State Univ., Brookings

TENNESSEE

WFHC FM Freed-Hardeman College, Henderson
 WTGR AM Memphis State University, Memphis
 WNAZ FM Trevecca Nazarene College, Nashville
 WTCR Tusculum College, Greeneville

TEXAS

DACT Ambassador College, Big Sandy
 KACC Abilene Christian College, Abilene
 KWBU Baylor University, Waco
 KSLC Lamar State College, Beaumont
 KTRU Rice University, Houston
 KTAI Rexas A & T University, Kingsville
 KVQF Texas Western College, El Paso
 KHBL Wayland Baptist College, Plainview

UTAH

KCDR Southern Utah State Coll., Cedar City

VERMONT

WJSC Johnson State College, Johnson
 WSAC Lyndon State College, Lyndonville

WNUB
WSSE
WRUV

Norwich University, Northfield
Saint Michaels Collgeg, Winooski Park
Univ. of Vermont, Burlington

VIRGINIA

WBCC
WEMC
WHOV
WMRA
WWRM
WCRC
WUVA

Blue Ridge Comm. Col., Weyers Cave
Eastern Mennonite College, Harrisonburg
Hampton Institute, Hampton
Madison College, Harrisonburg
Randolph-Macon Wmns. Col., Lynchburg
University of Richmond, Richmond
University of Virginia, Charlottesville

Washington

KCWS
UREA
KUPS
KSSR
KUGR

Central Washington State College, Ellensburg
Newport School District 56, Newport
University of Puget Sound, Tacoma
Seattle Pacific College, Seattle
Spokane Falls Comm. College, Spokane
Washington State University, Pullman

WEST VIRGINIA

WCAB
WCDE
WGSC
WVSC
WVWC

Alderson-Broadbudd College, Philippi
Davis & Elkins College, Elkins
Glenville State College, Glenville
Salem College, Salem
West Virginia Wesley College, Buckhannon

WISCONSIN

WCCZ
WLFM
WMUR
WMDF
WRPN
WVSS
WSUP
WSUR
WLHA
WSRM
WSUS

Carroll College Waukesha
Lawrence University, Appleton
Marquette University, Milwaukee
Milton College, Milton
Ripon College, Ripon
Stout State University, Menomonie
Wisconsin State University, Platteville
Wisconsin State University at Eau Clair
University of Wisconsin at Madison
University of Wisconsin
Wisconsin State University at Steven's Point

WYOMING

KUWR

University of Wyoming, Laramie

AUSTRALIA

ANU

Australian National University, Canberra

CANADA

UACR
AM
CFRM
CDAL

University of Alberta, Calgary
University of Toronto, Toronto
McGill University, Montreal 2
Dalhousie Student Union, Halifax, Nova Scotia
Rochdale College, Toronto, Ontario

SWITZERLAND

University of New World, Valais

Harris-Intertype To Purchase GE's Television Broadcasting Equipment Line

Harris-Intertype Corporation, the parent company of Gates Radio Company in Quincy, Illinois, and General Electric Company have completed a definitive agreement under which Harris will purchase GE's lines of television broadcasting equipment for \$5,520,000 in cash.

The companies announced on March 10 that they were discussing the purchase, which is expected to be effective in July.

L. J. Cervon, Vice President-General Manager of Gates, said the acquired lines consist of TV cameras, transmitters, antennas, and studio equipment produced by GE's Visual Communications Products Operation in Syracuse, New York. Annual sales volume of the television broadcast equipment products was not disclosed.

Broadcast tape cartridges. New empties; load yourself & save! Sold in lots of 25 only. 25/\$1.20 each; 50 or 75/\$1.10 each; 100/\$1.00 each. Enclose payment with order, shipping collect. Redding Radio, Box 344, Fairfield, Connecticut 06430.

Gates will gradually transfer manufacture of the GE lines to its plants in Quincy. A majority of GE's employees in sales, service, engineering, and management positions at the Visual Communications Products Operation will be offered employment with Gates.

Harris Chairman George S. Dively and President Richard B. Tullis said "Addition of these established television products will fill a gap in our existing lines of electronic communications equipment."

Harris-Intertypes's existing lines include equipment and systems for space communications, data acquisition and information processing; marine, land-mobile and fixed two-way radio equipment; commercial and short-wave radio broadcasting equipment; microwave instruments and electronic news-gathering and editing systems.

Electronic products accounted for 52 percent of Harris' sales of \$352 million last year; products for printed communications the remaining 48 percent.

SPARTA everything in turntables



SPARTA's new 12" turntable design emphasises operator convenience with its unique one-hand cueing feature. The GT-12 CUSTOM turntable is built for beauty and ruggedness! Floor cabinet, tone arm, pickup cartridges, and equalized preamplifiers are available for complete systems. For quality products at realistic prices contact your SPARTAman today.



SPARTA ELECTRONIC CORPORATION
5851 FLORIN-PERKINS ROAD SACRAMENTO, CALIFORNIA 95828 (916) 383-5353

A DIVISION OF COMPUTER EQUIPMENT CORPORATION

DIRECTORY OF COLLEGE RADIO STATIONS

The following directory of college radio stations is arranged by state—in alphabetical order according to school name. Data included (in order of presentation, when supplied by the stations) for each entry are: **Bold Face Name**, indicating IBS Membership; Call Letters; Address; Frequency; Type of Transmission; Commercial or Non-commercial; Organizational Membership; Format; Network Affiliation; Station's National Sales Representative; News Service; School Enrollment; Potential Audience; Operating Schedule; Date Established and Staff Size; Faculty Advisor; General Manager (GM); Program Director (PD); Chief Engineer (CE); Promotion Director (PD); Sales Manager (SM); Business Manager (BM); News Director (ND); and Music Director (MD); Spot Rates.

ALABAMA

University of Alabama, WABP, University, Alabama, 35486

ALASKA

University of Alaska, KMPS, Constitution Hall, College, Alaska, 99701, 901-479-7056; 580-CC, comm. IBS, progressive rock; Earth News service; enroll, 3,000; pot. aud., 1,200. On air 7 days per week, broadcasting 168 hours per week. Est. March 24, 1971; staff 55. Faculty advisor, Tom Duncan; GM, Welmon Walker, Jr.; PD, Dave Brennen; CE, Mark Espe; SM, F. Wayne Jones; ND, Charles Beck; MD, Nancy Harris; Chief Ann., Edward Koncel.

KMPS

	1 time	50 times	100 times
60 sec.	\$1.35	1.05	1.00
30 sec.	1.00	.75	.70

University of Alaska, KUAC (FM), Box 95003, Fairbanks, Alaska, 99701, 907-479-7492. 104.7MHz, FM, non-comm. NPR, NER, NAEB, Alaska Broadcasters Association. Format, block-program: 35 percent concert, 35 percent public affairs, 30 percent news, up-beat MOR, jazz, contemp., non-concert and dinner music. NPR, 1962, staff 6 plus from 6 to 15 student staff. AP. Enroll. 2,700, pot. aud. 50,000. On air 7 days per week broadcasting 134 hours per week. Est. 1962, staff 6 plus from 6 to 15 student staff. Faculty advisor, Dr. Charles M. Northrip, Gen. Mgr. (KUAC (FM)-TV). PD, David Geesin (s); CE, Richard Dowling (s); PD, Pat Moore (s); ND, Pat Moore (s); MD, Dolores Kirby; Traffic Director, Paula Ussery (s).

ARIZONA

Arizona Western, KAWC, P.O. Box 929, Yuma, Arizona, 726-1000, Ext. 240

Northern Arizona University, KNAU, Flagstaff, Ariz. 86001.

Phoenix College, KFCA-FM, 1202 West Thomas, Phoenix, Ariz. 85013, 264-2492, Ext. 258

ARKANSAS

John Brown University, KJBU, Siloam Springs, Arkansas, 72761.

Harding College, KHCA, Harding College, Searcy, Ar., 72143, (501) 268-6161, Ext. 345.

State College of Arkansas, KASC-FM, Conway, Ark. 72032

CALIFORNIA

Bakersfield Comm. College, KBCS, Bakersfield, Ca. 93304.

Bethany Bible College, KBBK, 800 Bethany Dr., Santa Cruz, Calif., 95060, 408-438-3800. 660 CC, non-comm. Easy-listening and sacred. Enroll., 500; pot. aud. 300. On air 5 days per week broadcasting 4 hours per week. Staff 6-8. Faculty Advisor, Kenneth T. Olson.

K

The Station that
Brought Progressive
Rock to Alaska

M

Programmed for
the fastest growing
college in the U.S.

P

"North to
the Future"
with
KMPS

S

U. of Alaska
College, 99701

University of California, Berkeley, KALX-FM, 500 Eshleman Hall, Berkeley, Ca., 94720, (415) 642-1111

University of California, KCSB, Santa Barbara, Ca., 93106.

California State College At L.A., KBLA, 5151 State College Dr., Los Angeles, 90032, 224-3658.

California State Polytechnic College, KCPR-FM, San Luis Obispo, Ca. 93401, (805) 546-2289

The Cate School, KSBS, P.O. Box 68, Carpinteria, Calif. 93013, 805-684-4127. 880 kc, CC, non-comm. IBS, progressive. Campus Radio News, PPS, American Report. Enroll., 200; pot. aud., 250. On air 7 days per week broadcasting 50 hours per week. Est., 1966, staff, 15. Faculty Advisor, Dr. Paul Ruoff, GM, Jonathan D. Lewis; PD, Al Ewert; CE, Robert Blaney; BM, R. Pitcairn; ND, Al Farnham.

The Cate School, KSBS-FM (Proposed), P.O. Box 68, Carpinteria, Calif., 93013, 805-684-4127. Freq. (?), FM, non-comm. Progressive. Enroll., 200; pot. aud., 30,000. On air 7 days per week broadcasting 84 hours per week. Est. 1972, staff, 20. Faculty Advisor, Dr. Paul Ruoff; GM, Jonathan D. Lewis; PD, Al Ewert; CE, Robert Blaney; PD, Jonathan D. Lewis; BM, R. Pitcairn; ND, Al Farnham.

Chapman College, KNAB, Orange, Ca., 92666.

California State University, Sacramento, KEG, 6000 J Street, Sacramento, Calif., 95819, 916-454-6222. 720, CC, comm. California Intercollegiate Press Assoc. Rock. Pacific College Radio Network. Nat. Rep., Fredrick Smith. Earth News. Enroll., 17,000; pot. aud., 10,000. On air 7 days per week broadcasting 168 hours per week. Est. Oct. 1970; staff 30. Faculty Advisor, Lee Nichols; GM, Bob Hess; PD, Kent Randles; CE, Jim Bender; SM-BM, Pete Ceccetto; ND, Scott Simmons.

KEG

	1 time	100 times	250 times
60 sec.	\$2.50	2.10	2.00
30 sec.	2.00	1.60	1.50

Tap The College Market

KEG AM

POTENTIAL AUDIENCE
10,000 PLUS

CALIFORNIA STATE UNIVERSITY
SACRAMENTO, CALIFORNIA

Contact Fredrick W. Smith
(212) 867-0295

Chico State College, KCHO, Chico, Calif., 95926, 916-345-5138. 91.1, FM, non-comm. Public Affairs- contemporary. UPI. Enroll., 11,000; pot. aud., 40,000. On air 7 days per week broadcasting 70 hours per week. Est., 1969, staff, 30. Faculty Advisor, George Benson; GM, Chris Lauritzen; PD, Bill Gonzales; CE, Rory Heenen; PD, Larry Shelton; MD, Pat O'Rourke.

Claremont Men's College, KCMC, Claremont, Ca., 91711.

Fresno State College, KFSR, Fresno, Ca., 93726.

Foothill Community College, KFJC, 12345 El Monte Rd., Los Altos Hills, Calif., 94022, 415-948-9870. 89.7, FM, non-comm. Rock and jazz. Enroll., 4,000; pot. aud., 1,000,000. On air 7 days per week broadcasting 168 hours per week. Est. Nov. 1958; staff 70. Faculty Advisor, Jack Hasling; GM, Jack Hasling; PD, Ross Forbes; CE, Ed Ely; PD, Mike Peterson; BM, Stu Roe; ND, Keith Garvey; MD, Steve Alt.

Loma Linda University, KLLU (FM), Loma Linda University, Riverside, Calif., 92505, 714-785-2288. 89.7MHz, FM, non-comm. Adventist Radio Network. Fine arts, informational. UPI. On air 7 days per week broadcasting 84 hours per week. Est. July 1958, staff 8. GM, Lee A. McIntyre; CE, Gary Brooks; BM, Robert Hervig.

Los Angeles Harbor College, KHCR, 111 Figueroa Pl., Wilmington, Ca., 90744.

Merced Community College, KBDR-FM (10W. Stereo with 150 foot tower), 209-723-4327. 3600 M. St. Merced, Calif., 95340. 89.1, FM, non-comm. Format segmented: MOR, Acid Rock, Spanish and Ed. National Public Radio (NPR-FM). Enroll., 8,000, pot. aud., 50,000. On air 6 days per week broadcasting 60 hours per week. Est. Jan. 1972, staff, 3 perm. and 30 temp. Faculty Advisor, Steve Ames; GM, Maurice Thomas; PD, Skip Rowland; CE, Moe Thomas; ND, Steve Wienert; MD, Margaret Thomas.

Occidental College, KOXY, 1600 Campus Rd., Los Angeles, Calif., 90041, 213-255-5151. 830, CC, comm. Format varies, classical to jazz, folk, etc. Earth News. Enroll., 2,000, pot. aud., 2,000. On air 7 days per week broadcasting 12-8 hours per week. Est. 1948, staff 50. GM, Mark Defriest; PD, Bruce Robinson; CE, Terry Jones; SM, Lon Collings; BM, Lon Collings; ND, Bruce Robinson; MD, Ruth Callahan.

	1 time	10 times	50 times
60 sec.	\$2.00	19.00	80.00
30 sec.	1.00	9.50	40.00

University Of The Pacific, KUOP-FM, 3601 Pacific Ave., Stockton, Calif., 95204, 209-946-2330. 91.3, FM, non-comm. NAEB, NER, CPB. Public affairs, classical music, jazz, progressive rock. National Public Radio. Enroll., 4,000; pot. aud., 1 million. On air seven days per week broadcasting 140 hours per week. Est. Sept. 1947; staff 30-105. Faculty Advisor, James H. Irwin; GM, James H. Irwin (f); PD, Sunny Hammond; CE, Clyde Robinson, MD, Vicki Molle; Opns. Mgr., Doug Kirk; Exec. Prod. for NPR & community programming, Richard Lyness; Classical Music Dr., Brenda Bury; Traffic, Bob Greenspan.

Pacific Union College, KANG, Pacific Union College, Angwin, Ca., 94508, (707) 965-6500

Pasadena City College, KPCS, 1570 E. Colorado Blvd., Pasadena, Calif., 91106, 213-795-6961. 89.3, FM, non-comm. NAEB, NER, Southern Calif. Broadcasters Asso. Variety: MOR jazz, folk, country, classics, cultural. UPI. Enroll., 15,000; pot. aud., 1.5 million. On air 6 days per week broadcasting 78 hours per week. Est. Sept. 1957, staff 60. Faculty Advisor, Dr. John F. Gregory. GM, John F. Gregory (f); CE, A. Kenneth Johnson (f); Record Librarian, Secretary, Winfred Burke.

Pomona College, KSPC, Pomona College, Claremont, Ca., 91711, (714) 626-8511 Ext. 3060.

Rio Hondo College, KRHC, Whittier, Ca., 90608.

Stanford University, KZSU, P.O. 5788, Stanford, Calif., 94305, 415-328-2000. 90.1, FM, non-comm. Free-format, rock, jazz, blues and folk. Pacific Coast Radio Network. UPI, UPI-Audio. Enroll., 11,500, pot. aud., 1.6 million. On air 7 days per week broadcasting 158 hours per week. Est. 1947; staff 60. Faculty Advisor, Lyle Nelson; GM, Joseph Strabhaar; PD, John Broholm; CE, Mark Lawrence; ND, Pete Williams; MD, Paul Wells.

University of San Francisco, KUSF, 2130 Fulton St., San Francisco, Calif., 94117, 415-387-2100. 880 KHz, CC, CA-FM, comm. IBS, Top 40 rock. Nat. Rep. Campus Media. Enroll., 6,500 plus cable FM, pot. aud., 120,000. On air 7 days per week broadcasting 60 hours per week. Est. Fall 1963, staff 35. Faculty Advisor, Mr. James Kelly; GM, Steve Runyon; PD, Steve Gustafson; CE, Rod Sanden; PD, John Brennan; SM, Dave Georgi; ND, George Reed; MD, Rick Lucas.

	1 time	100 times	200 times
60 sec.	\$2.75	145.00	230.00
30 sec.	1.50	120.00	170.00
10 sec.	1.00	75.00	120.00

San Joaquin Delta College, KSJC-FM, 3301 Kensington Way, Stockton, Calif., 95204, 209-466-2631. 89.5, FM, non-comm. NAEB, NER, CPB, WEST, NAB. Educational and instructional. NERN. San Joaquin News Service. Enroll., 14,000; pot. aud., 1,000. On air 6 days per week broadcasting 23 hours per week. Est. March 1971, staff student. Faculty Advisor, James W. Bentley, Assistant Professor; GM, James W. Bentley; BM, Larry DeRicco; Studio Engineer, Dave Steele.

San Mateo Junior College District, KCSM, 1700 W. Hillsdale, San Mateo, Calif., 94402, 415-574-6427. 90.9, FM, non-comm. NAEB. MOR. NPR Network. Enroll., 10,000, pot. aud., 750,000. On air 6 days per week broadcasting 72 hours per week. Est. June 1964; staff 5. GM, Dr. J. H. Wiens, Administrator; PD, Daniel C. Odum CE, F. J. Morgan (f); PD, F. R. Lanzone, Jr. (s); MD, Al Lewis.

Simpson Bible College, KCMA-FM, San Francisco, Ca., 94134.

University of Southern California, KUSC, University Park, Los Angeles, Calif., 90007, 213-746-7808. 91.5, FM, non-comm. NAB. Format diversified. NPR. Pot. aud., 10 million. On air 7 days per week broadcasting 168 hours per week. Est. 1946, staff 50. Station Manager, Douglas Culver; PD, Jerry Trowbridge, BM, Douglas Culver, ND, Jerry Trowbridge, MD, Douglas Culver; Sports, George Harris.

University of Redlands, KUOR, Redlands, Ca., 92373.

COLORADO

Adams State College of Colorado, KAS, Alamosa, Col., 81101.

Colorado State University, KCSU-FM, Fort Collins, Col., 80521.

University of Northern Colorado, KUNC-FM, 201 Carter, Greeley, Col., 80631, 303-351-2915. 91.5 MHz, FM, 3000 watts, non-comm. NAEB, NPR, CPB, NAB, CBA, Pacifica. Format block "Public Broadcasting"- emphasis is public affairs. Net. NPR (Line). UPI. Enroll., 12,000; pot. aud., 500,000. On air 7 days per week broadcasting 126 hours per week. Est. Jan 1967, staff 14. Faculty Advisor, Ronald S. Camp; GM, William E. Hurt; PD, Thomas N. Martin; CE, Estel Haning; PD, Linda Bauer; ND, Kevin Pash; MD, Jack Mullins; Production Director, Randy Caldwell.

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KEG AM

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United States Air Force Academy, KAFA, Box 6036, AF Academy, Col., 80840, 303-472-4375. 89.7 FM, non-comm. Format, contemp. Enroll., 4,000; pot. aud. 20,000. On air 7 days per week broadcasting 75 hours per week. Est. Jan. 1971, staff 42. Faculty Advisor, Charles R. King; GM, B. J. Stanton; PD, Don Berryman; CE, Dean Meyers; PD, Johnny Whitaker; ND, Dale Burchby; MD, Bill Casement; Sports, Tom Janisse; Scheduling, Rick Mocarski.

CONNECTICUT

University of Bridgeport, WPKN-AM, 244 University Ave., Bridgeport, Ct., 06602, 203-334-2682. 540 KHz, CC, comm. IBS. Contemporary, progressive. ABC. AP, Earth, Zodiac. Enroll., 10,000; pot. aud. 6,000-7,000. On air 7 days per week broadcasting 168 hours per week. Est. 1963; staff 50 plus. Faculty Advisor, Jeffrey N. Tellis; GM, Jeffrey N. Tellis; AM PD, Gary Wesalo; CE, Gary Kantor; BM, John Barate; ND, Ray Tealaga; MD, Walt Barnett; Public Relations, Marcia Koger; Librarian, Ray Badowski; Training Director, Rod Hinckley; Sports Director, Jeff Brand.

University of Bridgeport, WPKN (FM), 244 University Ave., Bridgeport, Ct., 06602, 203-336-5364. 89.5 mhz, FM, non-comm. IBS. Progressive, contemporary. ABC. AP, Earth News, Zodiac. Enroll., 10,000; pot. aud. 3,000,000. On air 7 days per week broadcasting 140 hours per week. Est. 1963; staff 50 plus. Faculty Advisor, Jeffrey N. Tellis; GM, Jeffrey N. Tellis; FM PD, Stu Hackel; CE, Gary Kantor; BM, John Barate; ND, Ray Terlaga; MD, Walt Barnett; Public Relations Director, Marcia Koger; Librarian, Ray Badowski; Training Director, Rod Hinckley; Sports Director, Jeff Brand.

Central Ct. State College, WFCS (Formerly WCCS), Student Center, New Britain, Ct., 06050, 203-223-6767. 90.1, FM, AM, comm., and non-comm. Block, top 40 progressive, jazz, classical. AP. On air 7 days per week broadcasting 140 hours per week. Est. AM-1947, FM-1972; staff 40. Faculty Advisor, Mr. R. Thompson; GM, Doug Mihalik; PD, Robert Kerzner; CE, Joe Zareski;

PD, Steve Pisk; SM, John Sarra; BM, John Sarra, ND, Mike Hodis; MD, Bob Rapice.

WFCS AM-FM

	1 time	46 times	65 times
60 sec.	\$2.00	1.30	1.00
30 sec.	1.20	.80	.60

Connecticut College, WCNI, Connecticut College, Box 1333, New London, Conn. 06320, (203) 447-2523.

University of Connecticut, WHUS, Box U-8, Storrs, Ct., 06268, 203-429-3100, 91.7, FM, non-comm. Member 670, AM, Comm. Carrier Current, NAB, IBS. Format, contemporary days, progressive nights. ABC. Nat. Rep., Campus Media. AP. Enroll, 15,000; pot. aud., AM-10,000, FM-5 state area. On air 7 days per week broadcasting 140 hours per week. Est. 1920, staff 50. Faculty Advisor, Gerhard Hanneman; GM, Les Morrell; PD, Robert Cersosimo; SM, Marty Took; BM, David Ward; ND, Mark Roy.

WHVS

	1 time	76-100 times	Local
60 sec.	\$6.00	4.60	3.00
30 sec.	4.10	3.60	2.00

Fairfield University, WVOF, Box R., Fairfield University, Fairfield, Conn., 06430, (203) 259-8020.

University of Hartford, WWUH-FM, West Hartford, Conn. 06117.

Mitchell College, WRMC, 437 Pequot Ave., New London, Ct., 06320, 203-447-9002. 640, CC, non-comm. IBS. Free-form. Enroll., 1,500; pot. aud., 8,000. On air 7 days per week broadcasting 116 hours per week. Est. 1968; staff 40. Faculty Advisor, Mr. Marc Goldsmith; PD, Kathy Anderson; CE, Jonathan Clark; BM, Brian Fishkin; ND, Hank Cramer; MD, Eva Jones.

Trinity College, WRTC-FM, Summit St., Hartford, Ct., 06106, 203-527-0447. 89.3, FM, non-comm. NAFMB. Progressive. UPI. Enroll. 1,500; pot. aud. 1,000,000. On air 7 days per week broadcasting 147 hours per week. Est. Feb. 1958; staff 75. Faculty Advisor, Miss Ellen Mulgulen; GM, John Graham; PD, Tim Tillson; CE, Rick Obrock; PD, Robin Danziger; BM, Charles Ward; ND, Jeff Lieberman; MD, Rick Woodward.

Wesleyan University, WESU-FM, Box BB, Wesleyan Station, Middletown, Conn. 06457, 346-7791.

DELAWARE

Brandywine College, WWBC, P.O. Box 7139 Wilmington, Del., 19303, (302) 478-0677.

Wesley College, WSLY, Dover, Del., 19901.

DISTRICT OF COLUMBIA

American University, WAMU-AM, Broadcast Center, American University, Washington, D.C., 20016, 363-1515.

George Washington University, WRGW, Lisner Aud., Washington, D.C., 20006, 202-676-6699. 680, CC, comm. Free-form format. Enroll., 15,000; pot. aud., 5,000. On air 7 days per week broadcasting 150 hours per week. Est. 1959; staff 80. Faculty Advisor, Prof. E. L. Stevens; GM, Steven Steckler; CE, Allen Brewer; BM, Robert Kahn; Asst. Station Manager, Steven Nelson.

FLORIDA

Eckerd College, formerly Fla. Presbyterian College, WFPC, Box W, St. Petersburg, Fla., 33733, 813-867-1168. 810, CC, AM, comm. IBS, Pacifica Program Affiliate. Progressive rock with community services. ABC News. Nat. Rep., Campus Media. Enroll., 1,000; pot. aud., 1,000. On air 7 days per week broadcasting 168 hours per week. Est. Nov. 1969; staff 45. GM, Steve

Graves; PD, Jeff Thomas; CE, Geoff Avery; SM, Clyde McKenney; BM, Clyde McKenney; ND, Falco Witkamp; MD, Ralph Bullowa.

WFPC

	1 time	51-100 times	250+ times
60 sec.	\$1.60	1.30	1.00
30 sec.	1.00	.70	.60

Florida Presbyterian College, WFPC, Box W., Florida Presbyterian College, St. Petersburg, Fla. 33733, (813) 867-1166, ext. 415 or 416.

Florida State University, WFSU-FM, Tallahassee, Florida, 32306.

Jones College, WFAM-FM, Arlington X-Way, Jacksonville, Fla., 32211, 904-744-2800. 91.1, FM, non-comm. Block format. UPI. Enroll. 2,000; pot. aud., 50,000. On air 7 days per week broadcasting 126 hours per week. Est. April 1972; staff 12. Faculty Advisor, P.A. Prottengeier; GM, P. A. Prottengeier (f); PD, Pete Trenkler; CE, Don Fleming; PD, George Gainey; ND, Larry Patrick; MD, Mike Carta.

Rollins College, WPRK-FM, Winter Park, Fla., 32789, 305-646-2000 (ext. 2375). 91.5, FM, non-comm. Florida Assn. Broadcasters; National Educational Radio. Classical music, educational material, contemporary rock music. Enroll. 1,100; pot. aud., 100,000. On air 7 days per week broadcasting 54 hours per week. Est. Dec. 1954; staff 8. Faculty Advisor, Dr. Charles A. Rodgers; GM, Richard W. Whitley; PD, Richard W. Whitley; CE, Kline Stephens; PD, Jeremy Wood; BM, Craig Morrison; ND, Richard W. Whitley; MD, Craig Morrison; Personnel, Peter L. Dyson.

University of South Florida, WUSF, 4202 Fowler Ave., Tampa, Fla., 33620, 813-974-2215. 89.7, FM, non-comm. NPR, NAEB, NER, AP, Fla. Pub. Radio. Classical, progressive, jazz, public affairs. Nat. Public Radio net. AP. Enroll. 17,000; pot. aud. 2 million. On air 7 days per week broadcasting 105 hours per week. Est. Sept. 1963. Faculty Advisor, W.M. Brady; GM, Dr. G. C. Eichholz; PD, W.M. Brady; PD, Beryl Beckett; ND, Carl Austin; Prod. Dir., Dave Dial; Class. Mus. Dir., Geo. Butler; Concert Music Coord., Judith Costello; CE, John Ralle.

GEORGIA

Augusta College, WACG-FM, Augusta College, Augusta, Ga., 30904, (404) 733-2237.

Atlanta Christian College, WACC., 2605 Ben Hill Rd., East Point, Ga., 30344.

Atlantic University Center, WAUC, Atlanta, Ga., 30314.

Georgia Institute of Technology, WREK, Box 32743, Atlanta, Ga., 404-894-2468. 91.1, FM, non-comm. Progressive. AP, Earth News, Zodiac. Enroll. 7,800; pot. aud. 1.5 million. On air 7 days per week broadcasting 168 hours per week. Est. March 1968; staff 35. Faculty Advisor, Dr. James Strickland; GM, Dave Hunt; CE, Jim Evans; PD, Knox Pannill; BM, Ned Markle; ND, Norman Gundel; MD, Greg Diddy, Mike Caldwell; Operations Mgr., Mark Goldsmith.

Georgia State University, WRAS-FM, Atlanta, Ga., 30303.

Valdosta State College, WVVS, Box 142, Valdosta, Ga., 31601, 912-244-8440. 90.9, FM, non-comm. Progressive. Zodiac News, UPI. Enroll., 4,100; pot. aud., 75,000. On air 7 days per week broadcasting 146 hours per week. Est. July 1971; staff 25. Faculty Advisor, Mr. Ken Ferrel; GM, Charles A. Joyner; PD, Bill Tullis; CE, Walter L. Taylor; PD, Bill Tullis; BM, Charles A. Joyner; ND, Terry Schmitt; MD, Bill Tullis.

HAWAII

University of Hawaii, KTUH-FM (stereo), 2500 Campus Rd., Honolulu, Hawaii, 96822, 808-944-7261. 90.5, FM, non-comm. NAEB, NER. Progressive rock, jazz, classical, soul, Hawaiian music, public affairs, Net. NPR Scheduled tapes. UPI, Earth News. Enroll., 22,000; pot. aud., 200,000. On air 7 days per week broadcasting 168 hours per week. Est., July 1969; staff 45. Faculty Advisor, Graeme Bond; GM, Fred Barbara; PD, Richard Lenox; CE, Rick H AMMOND; ND; Barry Samet; MD, Jim Morris; Chief Ann., Michael Maynard; Prod. Direct., Alan Sakata.

IDAHO

University of Idaho, KUOI, Moscow, Idaho, 83843.

Northwest Nazarene College, KCRH-FM, Napa, Idaho, 83651.

Ricks College, KVIK, Rexburg, Idaho, 83440.

ILLINOIS

Augustana College, WVIK, Augustana Union, Rock Island, Ill. (309) 794-7261.

Bradley University, WCBU, 1501 W. Bradley Ave., Peoria, Ill., 61606, 309-676-7611 (ext 300), 88.3, FM, non-comm. UPI. Enroll., 5,000. On air 7 days per week broadcasting 119 hours per week. Staff 40. GM, Joel Hartman (f).

Elmhurst College, WRSE-AM, 190 Prospect, Elmhurst, Ill., 60126, 279-4100 ext. 456.

Elmhurst College, WRSE-FM

Greenville College, WGRN, Greenville, Ill 62246.

Illinois College, WILC, Jacksonville, Ill., 62650.

Illinois Institute of Technology, WIIT, 3241 S. Federal, Chicago, Ill, 60616, (312) 225-9600, Ext. 528.

University of Illinois, WPGU-FM, Weston Hall, Champaign, Ill., 61820, (217) 333-2019.

University of Illinois, WILL, 228 Gregory Hall, Urbana, Ill, 61801, 217-333-0850. 580, AM, non-comm. NAEB, NPR. Educational format. Net. NPR. AP, UPI. Enroll., 35,000; pot. aud., 5 million. On air 7 days per week broadcasting 66-94 hours per week. Est. 1922; staff 11 plus. GM, Frank E. Schooley; PD, Russell D. Walsh; CE, Rob Beldon; ND, John Cramer; MD, Kenneth Cutler.

University of Illinois, WILL-FM, 228 Gregory Hall, Urbana, Ill., 61801, 217-333-0850. 90.9, FM, non-comm. NAEB. Educational. Net. National Public Radio. AP, UPI. Enroll., 35,000; pot. aud., 1 million. On air 6 days per week broadcasting 44 hours per week. Est. 1941; staff 11. GM, Frank E. Schooley; PD, Russell D. Walsh; CE, Rob Beldon; ND, John Cramer; MD, Kenneth Cutler.

Illinois State University, WGLT, Cook Hall, Normal, Ill., 61761, 309-438-2615. 540, CC, non-comm. IBS, NER, Illinois Broadcasters Association. Top 40. UPI. Enroll., 18,000; pot. sut., 8,000. On air 7 days per week broadcasting 84 hours per week. Est. 1961; staff 50-60. Faculty Advisor: G. Ben Paxton, Jr.; PD, John Rehmer; CE, Phillip Mueller; PD, Mary Alice Molgard; ND, Ken Voss.

Illinois State University, WGLT, Cook Hall, Normal, Ill., 61761, 309-436-6687 or 436-6691. 91.7, FM, non-comm. IBS, NER, Illinois Broadcasters Association. Format, varied, educational. Net. NPR, tapes. Enroll., 18,000; pot. aud., 100,000. On air 7 days per week broadcasting 65 hours per week. Est. Feb. 1966; staff 60-70. Faculty Advisor, G. Ben Paxton, Jr., PD, William Murdoch; CE, David Mulcahey (s); ND, Ken Voss; MD, Jan Straczek; PM, Charles Bendig; Dir. Student Engineers, Donald Frandsen; Sports Dir., John Egly; Classical Music Director, Stephen Larson; Traffic Director, Jamie Nelson; Continuity Director, Janis Keating; Chief Announcer, Craig Johnsen.

Loyola University of Chicago, WLUC, 6525 N. Sheridan, Chicago, Ill., 60626, 312-338-9582. 600 AM, CC. non-comm. Block programming, rock, jazz, classical, public affairs and more. Nat. Rep. Campus Media. Enroll. 14,000; pot. aud., 2,000-6,000. On air 7 days per week broadcasting 95 hours per week. Est. Mar 1968; staff 100-150. Faculty Advisor, Dr. Samuel Danna; GM, Judy Mullen; PD, Bill Mondy; CE, Sue Pazak; PD, Ingrid Herman; SM, Linda Stomper; ND, Allen Lentino; MD, Jim Benz; Sports Director, Pete Soraparu.

MacMurray College, WMMC, Jacksonville, Ill., 62650.

Millikin University, WJMU-FM, 1184 W. Main St., Decatur, Ill., 62526, (217) 428-8667.

Moody Bible Institute, WDLN, Box 87, East Moline, Ill., 61244, 526-3396.

Northern Illinois University, WNIU, DeKalb, Ill., 60115.

North Park College, WNPC, Chicago, Ill., 60625.

Northwestern University, WNUR, Speech Annex, Northwestern University, Evanston, Ill., (312) 492-7101.

Olivet Nazarene College, WKOC-FM, Kankakee, Ill., 60901.

Principia College, WTPC, Elsah, Ill., 62028, 618-466-2131 (ext. 295). 89.7, FM, non-comm. IBS. Informational, progressive rock. UPI. Enroll., 800. On air 7 days per week broadcasting 70 hours per week. Est. Jan. 1970; staff 50. Faculty Advisor, Mr. Steven Vlahon; GM, Joel Selmeier; PD, John Hanson; CE, Richard Dearborn; PD, Mary Hursh; BM, Dick Hamilton; ND, Howard Bay; MD, Mary Hursh; Publicity, Bart Miller.

Quincy College, WWQC, Quincy, Ill., 62301.

Rockford College, WRCR, 5050 E. State St., Rockford, Ill., 61101, (815) 226-4150.

Roosevelt University, WRBC, Chicago, Ill., 60605.

Shimer College, WRSB, Mount Carroll, Ill., 61053.

Southern Illinois University, WSIU, 1056 Communications Bldg., Carbondale, Ill., 62901, (618) 453-4343.

Western Illinois University, WWKS-FM, Macomb, Ill., 61455.

Wheaton College, WETN-FM, Wheaton, Ill. 60187.

INDIANA

De Pauw University, WGRE-FM, Memorial Union Building, Greencastle, Indiana, 46135, (317) 713-3663.

University of Evansville, WEVC, Evansville, Ind., 47701.

Franklin College, WFCI, Cline Hall, Franklin, Ind., 46131, (317) 580 CC, Comm. Enroll., 750; Pot. aud., 10,000. On air 6 days per week, 80 hours per week. Est. Oct. 1960; staff, 50. Faculty advisor, Raymond Cowan. GM, David White, PD, Louis Goss, CE, Raymond Cowan F, ND, Steve Clendening, MD, Robert Wise.

Howe Military High School, WHWE-FM, Box 247, Howe, Ind., 46746, (219) 562-2501.

Indiana Central College, WICR, 4001 Otterbein Ave., Indian, Ind., 46227, (317) 783-3730.

Indiana Institute of Tech., WITB, Box 55, 1600 E. Washington Blvd., Fort Wayne, Ind., 46803.

Indiana University, WFIU-FM, R-TV Bldg., Indiana University, Blgtn., Ind., 47401, (812) 337-3083.

Indiana University, WFIU, R-TV Bldg., Bloomington, Ind., 47401, (812) 337-3083. 103.7 CC, Comm. NPR, UPI, NAEB, NER, NAB. Format, Classical, jazz, rock, folk. National Public Radio. UPI wire and audio. Enroll. 30,000; Pot. aud., 3000,000. On air 7 days per week, 84 hours per week. Est. 1950; staff, 7 fulltime. GM, Donley Feddersen (F), PD, Don B. Glass (S), CE, James Rolfe (S), MD, Don Glass

Indiana University, WIUS, PO Box 1461, Bloomington, Ind., 47401, (812) 337-9487. 620 CC, Comm. Student Broadcast Association. Format, Daytime: Top 40; Night: Progressive, Campus Media, Associated Press. Enroll., 30,000; Pot. aud., 12,000. On air 7 days per week, 140 hours per week. Est. 1967; staff, 70. Faculty Advisor: Dr. Herbert E. Smith. GM, Patricia Zimmerman; PD, Dave McGillen; CE, Jim Berkey; PD, Roger Stern; SM, Patricia Zimmerman; BM, Howard Howe; ND, Bob Richert; MD, Bob Weingart; Other: Station Manager: Jason Horn.

	1 time	53 times	200 times
60 sec. AA	\$2.50	2.20	2.00
30 sec. AA	2.00	1.70	1.50
60sec. A	1.75	1.45	1.25
30 sec. A	1.35	1.05	.85

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Music is our Message

Manchester College, WBKE-AM, Box 88, N. Manchester, Ind., 46962, (219) 982-2141. 630 khc CC, AM, comm. IBS, NAEF. Top Forty, ABC. UPI. Enroll., 1,400; Pot. aud., 1,400. On air 7 days per week, 48 hours per week. Est. May 1958; staff, 12. Faculty Advisor: Samuel M. Davis; Director of Broadcasting. GM, Scott Brittain; PD, Dave Anthony; CE, Dick Murray (S); PD, Michele Zuck; SM, Bruce Huffman; BM, Bruce Huffman; ND, Steve Bokor; MD, Michael Inlow. Other: Sec. Janet Bright, Chief Op. Dave Sollenberger, Rec Lib. James Colon.

	1 time	
5 min.	\$10.00	Over \$20.00 less 10%
60 sec.	2.00	Over \$30.00 less 15%
30 sec.	1.25	Over \$40.00 less 20%

Manchester College, WBKE-FM, Box 88, N. Manchester, Ind., 46962, (219) 982-2141. 89.5 mHz CC, FM, comm. Educational, National Public Radio. UPI. Enroll., 1,400; Pot. aud., 50,000. On air 7 days per week, 48 hours per week. Est. May 1958; staff, 12. Faculty Advisor: Samuel M. Davis, Director of Broadcasting. GM, Scott Brittain; PD, Dave Anthony; CE, Dick Murray (S); PD, Michele Zuck; SM, Bruce Huffman; BM, Bruce Huffman; ND, Steve Bokor; MD, Michael Inlow; Sec. Janet Bright, Chief Op. Dave Sollenberger, Rec. Lib. James Colon.

Purdue University, WBAA, Music Hall, W. Lafayette, Ind., 47907, 317-749-2387. 920 kHz, CC, AM, comm. NAB, NAEB, NER, NPR. General and educational. NPR. AP. Enroll., 26,000; Pot. aud., 3,750,000. On air 6 days per week, 90 hours per week. Est. Apr., 1922; staff, 16. GM, John R. DeCamp; PD, David Bunte; CE, Ralph Townsley; PD, Roger Priest; BM, Fred Ford; ND, Bonnie Rollins; MD, Caryl Eckstein.

St. Joseph's College, W.O.W.I., Box 651, Collegeville, Ind., 47978, (211) 866-7111 Ext. 124. 630 kh CC, Comm. IBS. Format: Free form—From easy listening to Top 40 to Hard Rock. Campus. Enroll., 1100; Pot. aud., 1100. On air 7 days per week, 12 hours per week. Est., Sept. 1970; staff, 40. Faculty Advisor: Mr. Willard Walsh; GM, Mike Lichtfuss; PD, Al Geleske; SM, Greg Schmidt; BM, Mike Gianoli; ND, Mark McLaren; MD, George Holowaty; Sports Director, Robin Hartman.

	1 time	4 times	6 times
5 min.	\$5.00	15.00	20.00
60 sec.	1.00	4.00	6.00
30 sec.	.50	2.00	3.00

Taylor University, WTUC, Upland, Ind., 46989.

Valparaiso University, WVUR, Valparaiso, Ind., 46383.

Valparaiso Technical Institute, WVTI, Valparaiso, Ind., 46383.

IOWA

Coe College, KCOE-FM, 1220 1st Ave. NE, Cedar Rapids, Iowa, 52402, (319) 362-6663. 90.5 mHz FM, non-comm. National Assoc. of Educational Broadcasters. Format: Block programming with Music (Variety) and information programs. NPR Scheduled tape service. Local Station Co-op. Enroll., 1200; Pot. aud., 130,000. On air 7 days per week, 90 hours per week. Est. FM-Oct. 1968; staff, 50. Faculty Advisor: Dr. Paul A. Smith; GM, Robert W. Watson; PD, Stephen F. Thode; CE, Carl E. Gilbertson; PD, Ronald A. Blome; ND, Jonathan E. Harmon; MD, Thomas C. Derrick; PD, Edwin A. Henry.

Cornell College, KRNL-FM, Mt. Vernon, Iowa, 52314, (319) 895-6239.

University of Dubuque, WGVU, University of Dubuque, Dubuque-Iowa, 52001, (319) 557-2236.

Grinnell College, KDIC, Grinnell, Iowa, 50112.

Iowa Central Community College, KICB-FM, 330 Ave. "M", Fort Dodge, IA., 50501, (515) 576-7201. 88.1 FM, non-comm. NAEF. Format, MOR. UPI, AP. Enroll., 2100; Pot. aud., 35,000. On air 6 days per week, 96 hours per week. Est. Sept. 15, 1971; staff, 14 part time-1 full time. Faculty Advisor: David White; GM, David White (f); PD, Rod Whitt; CE, David White(f); PD, Larry Gaul; ND, Kim Jefferies; MD, Bob Greene; Station Manager: John Ausberger; Public Affairs Director, Phil Smith.

University of Iowa, KICR, 570 S. Quad, Iowa City, IA., 52240, (319) 353-5500. 570 CC, Comm. Format: Progressive "40". UPI, ACN. Enroll., 21,000; Pot. aud. 6,000. On air 7 days per week, 168 hours per week. Est. 1952; staff, 50. Faculty Advisor: Dr. Anthony Adams; GM, Mark Shearer; PD, Mike Jeffrey; CE, Jim Rockrohr; PD, Gary Emenitove; SM, Gary Allen; BM, Joseph Holmes; ND, Doug Krile; MD, Pat Crowley & Norm Rosebaum.

	1 time	299 times	499 times
60 sec.	\$2.25	1.90	1.60
30 sec.	1.80	1.52	1.28

Iowa Wesleyan College, Mt. Pleasant, Iowa, 52641.

Iowa State University, KPGY, Box 880, Friley Hall, ISU, Ames, Iowa, 50010, 294-5478.

Loras College, KFOR, 1450 Alta Vista, Dubuque, Iowa, 52001, (319) 588-7116.

Luther College, KWLC, Luther College, Decorah, Iowa, 52101, (319) 382-3621 ext. 227.

St. Ambrose, KALA, 518 W. Locust St., Davenport, 52803, 319-324-2240. 90.1 FM, non-comm. NAEB. Light Rock, MOR, & Classical. NER. UPI. Enroll., 1400; Pot aud. 300,000. On air 7 days per week, 58 hours per week. Est. Nov., 1967; staff, 18. Faculty Advisor: Rev. Charles Shepler; GM, Rev. Charles Shepler (f); PD, Kenneth E. Colwell; CE, David J. Hauser (s); ND, William Hunt; MD, Timothy Colwell.

Wartburg College, KWAR-FM, Waverly, Iowa, 50677.

William Penn College, WPCS, Oskaloosa, Iowa, 52577.

KANSAS

Baker University, KNBU-FM, Baldwin City, Kansas. 66006.

Barton County Community College, KBJC, Great Bend, Kansas, 67530, (316) 792-2701.

Bethel College, KBCT, North Newton, Kansas, 67117.

Dansas University, KVOK, 217 Flint, Lawrence, KS., 66044, (913) UN4-4745. 630 Khz CC, Comm. Format: Top 40. CMI. UPI & AP. Enroll., 18,000; Pot audi., 6,000. On air 7 days per week, 168 hours per week. Est. 1955; staff, 30. Faculty Advisor: David Dary; GM, Rick Kupper; PD, Pat Christine; CE, Bruce Mensie; PD, Bill Glass; SM, Larry Kanter; BM, Thirk Holland; ND, Pam Lawton; MD, Frank Johnson; Sports, Rex Burkhardt; Traffic, Ralph Sova; Operations, Mike Jerrick; Production, Jon Merriman.

Fort Hays Kansas State College, KFHS, Hays, Kansas, 67601.

Kansas State University, KSDB-FM, Kedzie Hall, Manhattan, KS., 66502, (913) 532-5861. 88.1 FM, non-comm. KAB, NAB, NAEB, APBE, AEP, IRTS. Contemporary. K-State. UPI. Enroll., 14,278; Pot. aud., 10,000. On air 7 days per week, 74 hours per week. Est. 1950; staff, 52. Faculty Advisor: Robert Fiddler; GM, Rocky Elliott; PD, Eric Bergethon; CE, Harold Hamilton; PD, Jerry H. UTHINSON; ND, Dave Parsons; MD, Eric Bergethon; Traffic-Continuity, Cindy Yoder; Production, Charles Shipman.

KENTUCKY

Georgetown College, WRVG-FM, Georgetown, Ky., 40324, (502) 863-7222.

Morehead State University, WMKY, Box 903 UPO, Morehead, KY., 40351, (606) 783-3371. 90.3 FM, non-comm. NPR, NER. Variety. NPR. UPI wire and audio. Enroll., 6,000; Pot. aud. 130,000. On air 7 days per week, 126 hours per week. Est. June, 1965; staff, 6 ft. 31 pt. Faculty Advisor: Donald F. Holloway; GM, Don Holloway (f); PD, Larry Netherton (f), CE, Carolyn Johnston (s); BM, D. Holloway; ND, Mark Pfeiffer; MD, Myron Doan (s); Producer: Ron Smith (s).

LOUISIANA

Grambling College, KGRM, Grambling, La., 71245.

Louisiana Technical University, WLPI, P.O. Box 5358 T.S., Ruston, La., 71270, 257-4485.

Loyola University, WLDC, P.O. Box 178, New Orleans, LA., 70118, (504) 866-5471 Ext. 475. 640 khz. CC, Comm. IBS. Format: Contemporary-Jazz-Progressive. ABC. AP. Enroll., 4,727; Pot aud. 1,400. On air 7 days per week, 126 hours per

week. Est. Spring 1966; staff, 40. Faculty Advisor: Dr. James L. Tugate; GM, Mike Hadley; PD, Todd Bauer-Rick Paradis; CE, J. D. Bloom; PD, Nancy McKenzie; SM, Dave Ginsburg; BM, Mike Hadley; ND, Larry Schirling; MD, Tad Jones.

WLDC

	1 time	1 week	5 weeks
60 sec.	\$1.25	115.00	500.00
30 sec.	.75	65.00	300.00

Tulane University, WTUL, Tulane University, New Orleans, LA., 70118, (504) 861-0288. 91.5 FM, non-comm. Educational programming interspersed with progressive and rock music. Mutual. Enroll., 8,500; Pot aud. 50,000. On air 7 days per week, 168 hours per week. Est. 1960; staff, 45. GM, Lee Pickett; PD, Peter Garrett & John Abbott; CE, Tom Planchard; PD, Jody Schubert; BM, Ernie Back; Lee Goodman, Educational prog. dir.

WTUL

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New Orleans, Louisiana

MAINE

Bates College, WDUR, Box 339, Bates College, Lewiston, MA., 04240, (207) 784-9340. 91.5 FM, non-comm. IBS. Free form; Progressive. IBS. API; Earth News. Enroll., 1,100; Pot. Aud. 80,000. On air 7 days per week, 147 hours per week. staff, 60. Faculty Advisor: Art Griffiths; GM, Paul Brinkerhoff; PD, Charles Rose; CE, Randy Rizor; PD, Beth Rossell; BM, Frank Wilwol; ND, John Smith; Secretary, Judy Day; Member-at-large, Bob Labbanee.

Bowdoin College, WBOR-FM, Brunswick, Maine, 04011.

Colby College, WMHB, Waterville, Maine, 04901.

University of Maine at Orono, WMEB-FM, 275 Stevens H., Orono, MA., 04473, (207) 581-7018. 91.9 Mhz. FM, non-commercial. NAEB and Maine Assoc. of Broadcasters. Format, Easy-listening personality radio and some underground progressive. AP. Enroll., 8,000; Pot aud. 50,000. On air 7 days per week, 73½ hours per week. Est. Nov., 1962; staff, 60. Faculty Advisor: Mr. William Devine III; GM, William Devine III (f); PD, Rick Johnston (s); CE, Jim Jackson (s); PD, Ann Prest (s); ND, Don Carrigan (s); MD, Jeff Temple (s); Traffic & Continuity Dr., Wanda Pechnik (s).

Nasson College, WNCY-FM, Box 275-P, Springuale, MA., 04083, (207) 324-7021. 91.1 FM, non-comm. IBS. Progressive, Top Forty, & Varied. NPR. Earth News. Enroll., 900; Pot. aud. 20,000. On air 7 days per week, 135 hours per week. Est. 1970; staff, 35. Faculty Advisor: Stephen A. Morris; GM, Mark E. Lillie; PD, Joe Bartucca; CE, Mike Walker; PD, Brian Adae; BM, Jim Golden; MD, Todd Gerson; MD, Lil Deming.

Saint Francis College, WBSF, 607 Pool Rd., Biddeford, Ma., 04005, 207-282-1515. 91.7 FM non-comm. Member Southern Maine Educational

Network. Varied format. IBS. Enroll. 700; pot. aud. 100,00. On air 7 days per week broadcasting 109 hours per week. Est. 1972; staff 75. Faculty Advisor, Mr. William A. Sutton, Mr. David A. Deturk; GM, Joseph J. Cesta, Jr.; PD, John P. Conlin; CE, John A. Cackowski; PD, David J. McNally; SM, David J. McNally; BM, John T. Dutcher; ND, Michael McKenna; MD, James Walsh; Record Librarians, Debby Dobson, Michele Ruga.

Unity College, WRAM, Unity, Maine, 04988.

MASSACHUSETTS

American International, WAIC, 170 Wilbraham Rd., Springfield, Mass., 413-736-6255. 91.9 FM, non-comm. IBS. Progressive, educational, public affairs. ACB-FM. Earth News Service. Enroll., 2,000; pot. aud., 205,000. On air 7 days per week broadcasting 133 hours per week. Est. Feb. 1967; staff 35. Faculty Advisor, Miriam Cavanaugh; GM, Christopher Sullivan; PD, Robert Ruhf; CE, Robert Davidson; PD, M. Lynn Daily; BM, Michael Gossman; MD, Jeff Colville; MD, Paul Weygand; Assistant to the manager, David Saltzman.

Amherst College, WAMH, Box 318, Sta. 2, Amherst, Mass., 01002, 413-542-2224. 89.5 FM, non-comm. Free form, community radio with participation. AP, BBC, 'organic'. Enroll., 1,200; pot. aud., 30,000. On air 7 days per week broadcasting 100 plus hours per week. Est. 1948; staff 60. GM, Larry Wissow; PD, Greg Harper; CE, Doug Richards; PD, Jim Warren; ND, Mike Reid; MD, Andy Von Salis.

Babson College, WRWB, Babson Park, Mass, 02157, 617-235-1200. 650 Khz, CC, AM, comm. IBS, Iota Beta Sigma. Progressive college oriented. ABC. Nat. Rep. Campus Media. Enroll., 1,250; pot. aud., 500. On air 7 days per week broadcasting 63 hours per week. Est. Sept. 1965; staff 30. Faculty Advisor, Mrs. Joann Abond; GM, Mike Birch; PD, Eric Larsen; CE, Chip Weissmiller; PD, Harvey Remis; SM, Rich Richer; BM, Keith Silver; ND, Peter Mercury; MD, Sue Christensen.

WRWB

	1 time	3 times	21 times
60 sec.	-----	\$2.00	12.00
30 sec.	-----	1.25	7.50

Boston College, WUBC, McElroy 105, Chestnut Hill, Mass., 02167, 617-352-3419. 640, CC, comm. Ivy, IBS, ABC, UPI, CIA. Progressive. Ivy, ABC. Nat. Rep., IVY. UPI. Enroll., 20,000; pot. aud. 15,000. On air 7 days per week broadcasting 18 hours per day. Est. Sept. 1958; staff, 105. GM, Kevin J. Gorman; PD, Brian Buggy; CE, Bud Conroy; BM, Jim Healey; ND, Bob Grip; MD, Charlene Darrow.

Boston University, WBUR-FM, 640 Commonwealth Ave., Boston, Mass., 02215.

Boston University, WTBU, 30 Bay Rd., Boston, Mass., 02215, 353-6400.

Clark University, WCWU, Box 552, Worcester, Mass., 01601.

Harvard College, WHRB-FM, 45 Quincy Street, Cambridge, Mass., (617) 495-4818.

Holy Cross College, WCHC, Box 35-A, Worcester, Mass., 01610, 793-2475.

Lowell Technological Institute, WLTU, Lowell Tech Institute, Lowell, Mass., 01854, (617) 459-0579. 91.5 FM, non-comm. IBS. Educational. AP. Enroll., 3,600; Pot. aud., 50,000. On air 7 days per week, 120 hours per week. Est. 1967; staff, 30. Faculty Advisor: Miss Linda Frawley; GM, David Shuker; PD, Jack Felton; CE, Peter Norden; PD, Jack Sargent; BM, Bill Kiff; ND, David Bresnahan; MD, Robert Hughes.

Massasoit Community College, WRSH, North Abington, Mass., 02351.

Merrimack College, WVMM-AM, P.O. Box 911, North Andover, Mass., 01845, (617) 683-8900. 830 AM, Comm. IBS. Enroll. 2,000; Pot. aud. 50,000. On air 7 days a week, 70 hours per week. Est. 1963; staff, 60. Faculty Advisor: Mr. Hal Foreman; SM, Kevin C. Hafferty (s); BM, Daniel F. Loughry III (s); PD, Frederick J. Neergaard (s); CE, Richard D. St. Onge, Jr. (s); MD, William A. Stundza. (s).

Merrimack College, WMMC-FM, P.O. Box 911, North Andover, Mass., 01845, (617) 683-8900. 90.5 FM, non-comm. IBS. Enroll., 2,000; Pot. aud. 50,000. On air 7 days per week, 60 hours per week. Est. 1963; staff, 45. Faculty Advisor: Mr. Hal Foreman; GM, Kevin C. Hafferty (s); CE, Richard D. St. Onge, Jr. (s); PD, Nancee A. Trenholm (s); BM, Daniel F. Loughry III (s); ND, T. Michael McGinnis (s); MD, William A. Stundza (s); Traffic Director, J. Paul Noonan (s); Sports Director, Michael E. Macklin (s).

Mount Hermon School, WMHS, Mount Hermon, Mass., 01354.

Mount Holyoke College, WMHC-FM, South Hadley, Mass.

Massachusetts Institute of Technology, WTBS, Ames St., Cambridge, Mass., 02142.

Nichols College, WNRC, Box 271, Dudley, Mass., 01572.

Northeastern University, WNEU, Boston, Mass., 02115.

Northeastern University, WRBB, P.O. Box 96, Roxbury Crossing Station, Boston, Mass., 02120, 37-2657.

Phillips Academy, WPAA-FM, 64 Highland Rd., Andover, Mass., 01810, (617) 475-8263.

Stonehill College, WSTO, N. Easton, Mass., 02356, 617-238-2052 (ext. 366). 640 khz CC, comm.

BS. Format: The triple spectrum sound of Rock-Classical-Talk. Enroll., 1,650; Pot. aud. 5,500. On air 7 days per week, 82 hours per week. Est. 1954; staff, 40. Faculty Advisor: Herbert A. Vessling; GM, John Sullivan; PD, Joseph Flynn; CE, George Tyrrell (s); PD, C. Frederick Lord; SM, Kevin Perry; ND, Joseph Pittman; MD, Mary Ann Desisto; Assistant Manager, Kevin Perry; Operations Manager, Donald Stephan.

	1 time	50 times	500 times
5 min.	\$4.00	2.25	-----
30 sec.	1.00	.50	.35
30 sec.	.80	.45	.30

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STONEHILL COLLEGE
North Easton, Mass. 02356
for complete information!!

University of Massachusetts, WFCR, Hampshire House, Amherst, Mass., 01002, (413) 545-0100. 88.5, FM, non-comm. NAEB, NPR, NAFMB, EPRN, Pacifica Tape Service. Classical Music, Serious Talk. NPR, EPRN, Pacifica Tape Service. AP, UPI. Enroll., 35,000; Pot. aud. 1.6 million. On air 7 days per week, 18 hours per week. Est. 1961; staff, 25. GM, Charles Keenan; PD, Arthur R. Cohen; CE, Charles Ferguson III (s); MD, Frank Brief; Assistant General Manager, Godwin G. Oyewole (s), (Business, Promotion & Development)

Springfield Technical Community College, WTCC (FM), 1 Armory Sq., Springfield, Mass., 01105, 413-736-2781. 90.9 MHz FM, non-comm. Mixed: pro-rock, public affairs, top-40, mor-el, ethnic. AP. Enroll. 5,000; Pot. aud. 500,000. On air 7 days per week, 143 hours per week. Est. June, 1971; staff, 25. Faculty Advisor: Mr. Joseph Ross PMG. ADV; Mr. David Baldyga, Tech. ADV.; GM, Bruce D. Blanchard (s); PD, Kirk Creswell (s); CE, Bill Grogan; PD, Jeff Didas; BM, Peter Boden (s); ND, Bill Caldwell; MD, Peter Flynn (s); Hava Wrocalwski Director of Ethnic PMG.; Maryann Mulloy, Personal Director.

Springfield Technical Community College, WTCC-AM, 1 Armory Sq., Springfield, Mass., 01105, 413-736-2781. 640 KHz CC, Comm. Format: Free Form, Top 40, Soul, Pro-Rock. AP. Enroll., 5,000; Pot. aud. 3,000 day-2,000 night. On air 5 days per week, 60 hours per week. Est. Nov. 1968; staff, 40. Faculty Advisor: Mr. Joseph Ross PMG. ADVS.; Mr. David Baldyga Tech. ADVS.; GM, Bruce D. Blanchard (s); PD, Kirk Creswell (s); CE, William Grogan; PD, Jeff Didas; SM, Kirk Creswell; BM, Peter Boden (s); ND, William Caldwell; MD, Peter Flynn (s); Traffic Manager, Jan Brothers; Chief Anne., Mark Gillman.

	1 time	20 times	50 times
5 min.	\$3.00	2.50	2.00
60 sec.	2.00	1.50	1.00
30 sec.	1.00	.80	.50

Maryland

Community College of Baltimore, WBJC-FM, 2901 Liberty Heights Ave., Baltimore, MD., 21215, 301-462-5700. 91.5 FM, Non-comm. Format: Music, news, and public information. NPR. AP, NPR. Enroll., 5,500; 1,000,000. On air 7 days per week, 91.5 hours per week. Est. 1950; staff, 36. GM, Kenneth Stein (f); PD, Brian MacDonald (f); fPD, Stein (f), MacDonald (f), Johnson (s); ND, Kenneth Manellis (student); MD, Douglas Johnson (f); Operations Dir, Douglas Johnson (s); Asst. O.D., Tony Griffin (s).

The Johns Hopkins University, WJHU, Chas. & 34th St., Baltimore, MD., 21218, 301-467-1029. 830 KHz CC, Comm. IBS. Progressive, Jazz, Folk, Rock, Classical, News, live sports, panels. ABC. Enroll., 6,000; Pot. aud. 6,000. On air 7 days per week, 168 hours per week. Est. 1950-51; staff, 225. Faculty Advisor: Dr. Stephen S. Wolff. GM, Christopher F. Zabawa; PD, George J. Wicke; CE, William B. Gross, Jr.; PD, Ed Brethauer; SM, Ed Brethauer; BM, Marion E. Franklin.

	1-25 times	26-50 times
60 sec.	\$2.40	2.10
30 sec.	1.50	1.30

University of Maryland, WMUC, Box 99, College Park, MD., 07621, 301-454-2744. 650 AM CC, Comm. Format: Light Progressive. ABC Information. AP. Enroll. 36,000; Pot. aud. 10,000. On air 7 days per week, 168 hours per week. Staff, 100. GM, Mike Collins; PD, Jay Kernis; CE, Ross Brown; PS, Ken Merson, Dave Brown; BM, Hilary Lavine; ND, Peter Doherty; MD, Mark Kernis.

	AA time	A time
60 sec.	\$3.50	\$3.00
30 sec.	2.75	2.25
10 sec.	2.00	1.50

U. S. Naval Academy, WRNV, Bancroft Hall, Annapolis, Md., 21412.

MICHIGAN

Adrian College, WVAC-FM, 110 So. Madison, Adrian, Mich., 49221, 313-265-5161. 88.1 FM, Non-comm. NAEB, NPR, IBS, Lota Beta Sigma. Format: Mixed— Educ., underground music. Enroll., 1300; Pot. aud. 2,000. On air 5 days per week, 50 hours per week. Est. Oct. 1967; staff, 7. Faculty Advisor: Roger D. Wallace; GM, (f) Roger D. Wallace; PD, Eric Ford; CE, Bruce Hammond; PD, Linda Simmonds; ND, Dave Banachowski; MD, Mark Cudworth.

Andrews University, WAUS (FM), Andrews Univ., Berrien Springs, Mich., 49104, 616-471-7757. FM, Non-comm. Format: Fine Arts. NPR. UPI. Enroll. 2000; Pot. aud. 1.8 million. On air 7 days per week, 126 hours per week. Est. Jan., 1971; staff, 15. GM, Carsten Thomsen (s); E, Roy Schaeffer; MD, Gordon Wildman (s).

Calvin College, WCAL, Grand Rapids, Mich. 49506.

University of Detroit, WVOD, Detroit, Mich., 48221.

Ferris State College, WFRS, P.O. Box 225, Big Rapids, Mich., 49307, 796-7148.

(Highland Park High School), WHPR, 20 Bartlett, Highland Pk., Mich., 48203, 313-868-1264. 88.1, FM. non-comm. NPR, NER. Instructional, public affairs, soul music. NPR, SIU, WKAR, UT Austin (longhorn Net.) Enroll., 2200; Pot. aud. 300,000. On air 5 days per week, 40 hours per week. Est. May, 1954; staff, 24. Faculty Advisor: Greg Byndrian, Pr. Dir.; GM, Mrs. Olga Moir (f); PD, Greg Byndrian (f); CE, Douglas Schleutker.

Kalamazoo Valley Community College, WVK-V, Kalamazoo, Mich., 49002.

Kirtland Community College, WKCC, Roscommon, Mich., 48653, 517-275-5121. 720 CC, Comm. Rock, Folk & all that Jazz. NA. Enroll., 600; Pot. aud. 600. On air 5 days per week, 40 hours per week. Est. Sept. 1971; staff, 10. Faculty Advisor: Bob Fleming; GM, Attila Knizer; CE, Stan Evers.

	1 time
5 min.	\$3.00
60 sec.	1.00
30 sec.	.60

Lee Lanau School, WELL, Glen Arbor, Mich., 4936.

Marygrove, WMGR, Detroit, Mich., 48221, 313-UN-2-8000. 610 CC, Comm. Format: Free Play. U of D. Enroll., 1,000; Pot. aud. 500. On air 5 days per week, 90 hours per week. Est. 1964, Faculty Advisor: Wm Henning; GM, Patricia Anne Pichurski; PD, Ann Marie Tabone.

	1 time	100 times	500 times
60 sec.	\$2.00	.50	.30

University of Michigan, WCBN, 530 SAB, Ann Arbor, Mich., 48104, 313-763-3500. 650 AM CC, Comm. New Release pop material-olddies. We employ none outside the station. Sales Manager-Ron Hummeny. UPI, our own Campus Information Service U of M. Enroll., 40,000; Pot. aud. 10,000. On air 7 days per week, 160 hours per week. Est. 1947; staff, 140 (split between AM-FM) GM, Charles Kaiton; PD, Stuart David Goldberg; CE, James Paffenbarger; PD, Randy Brooks; SM, Ron Hummeny; BM, Brian Zemack; ND, Lee VanAmejde; MD, John Blattner; Production Director, Gene Hyman; Public Service Dir., Ralph Bernstein.

WCBN	1 time	101 times	401 times
60 sec.	\$4.40	3.40	3.10
30 sec.	3.30	2.65	1.80

WCBN

89.5 FM
650 AM

University Of Michigan

University of Michigan, WCBN-FM, 530 SAB, Ann Arbor, Mich., 48104, 313-761-3500, News-sports line: 313-761-3502, Business line: 313-761-3501. 89.5 class D educational 10 watts stereo. Format: Block programming with heavy emph. on ProgRock, Folk, Black Programming-Rand Blues. None employed outside the station. Sales Manager-Ron Hummeny. UPI, our own Campus Information Service U of M. Enroll., 40,000; Pot. aud. 1,000,000. On air 7 days per week, 126 hours per week. Est. Jan., 1972; staff, 140. GM, Charles Kaiton; PD, Stuart David Goldberg; CE, James Paffenbarger; SM, Ron Hummeny; BM, Brian Zemack; ND, Lee VanAmejde; MD, John Blattner; Production Director, Gene Hyman; Public Service Dir., Ralph Bernstein.

Michigan State University, WMSN, WBRs, WKME, WMCD, WEAK, WFEE. Rm 8 Student Svcs., East Lansing, Mich., 48823, 517-353-4414. 640-820 CC, Non-comm. IBS, IBS, Format: Top Forty, Progressive. ABC Entertainment. AP. Enroll., 44000; Pot. aud. 20,000 On air 7 days per week, 168 hours per week. Est. 1967; staff, 200. GM, Marc Conlin; PD, Dave Logan; CE, Mike Schmidtendorff; PD, Larry Swift; ND, Phil Porter; MD, Marty Natchez.

Michigan State University, WEAK, North Wonders, East Lansing, Mich. 48823, 517-353-3842. 820 kHzCC, non-comm. Format: Basically top forty, but also folk, progressive, soul, jazz, and rock. MSN, ABC. AP (through MSN). Enroll. 42,000; Pot. aud. 1,200. On air 7 days per week, 130 hours per week (168 hrs.-week inc. MSN). Est. 1965; staff, 45. GM, Paul Weston; PD, Richard Mervine; CE, Kenneth L. Coviak; PD, Jeff Smith; MD, Michael Roche.

Michigan State University, WBRs-AM, 117 Brody MSU, E. Lansing, Mich., 48823, 517-353-8866. 820 Khz CC, non-comm. Mich. State Radio Network. Modified Top 40, Soul, Progressive Rock, ABC and Michigan State Network. AP wire & ABC news. Enroll., 40,000; Pot. aud. 4,500-20,000. On air 7 days per week, 168 hours per week. Est. 1956; staff, 46. Faculty Advisor: Dr. Abel, Dept of TV & Radio; GM, Mark Westcott; PD, Steve Schram; CE, John Hanley; PD, Dave Lange; BM, Mark Westcott; MD, Mark Westcott.

Macomb County Community College, WMJB, Warren, Mich., 48093.

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Northwood Institute, WJRN, 3225 Cook road, Midland, Mich., 48640, 517-631-9576. 640 CC, Comm. NAB. Format: Top 40. NBC. Enroll., 1000; Pot. aud. 600. On air 5 days per week, 40 hours per week. Est. Sept. 1964; staff, 20. GM, Russell M. Shelton (s); PD, Dan Allen; CE, Russell M. Shelton (s); PD, Barry Cooperstein; SM, Mike Kemp; BM, Holly Bowsher; ND, Dave Stevens; MD, Nelson Luft; Production Manager, Bob Snyder.

WJRN	1 time	5 times	10 times
60 sec.	\$1.50	1.25	1.00
30 sec.	1.00	.75	.50
@ 2 week blocks \$ 24.00			
10 week blocks 110.00			

WJRN

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Dan Allen
Program Director

Russell M. Shelton—
Station Manager

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Midland, Michigan 48640

**Olivet College, WBSD, Olivet, Mich., 49076.
Wayne State University, WAYN, Detroit, Mich., 48202.**

Western Michigan University, WMUK, Friedmann Hall, Kalamazoo, Mich., 49001, 616-383-1921. 102.1 Mhz FM, non-comm. NPR, NER, NAEB, NAB. Non-Commercial Public Affairs-Fine Arts Public Radio. NPR. AP. Enroll., 22,000 Pot. aud. 4,000,000. On air 7 days per week, 112.5 hours per week. Est. 1951; staff, 14. Faculty Advisor: Garrard D. Macleod, Station Manager; GM, Garrard D. Macleod (f); PD, Gerald F. Alexander; ND, Fritz Frurie; Announcer, Peter Greengust.

MINNESOTA

Bemidji State College, KBSB-AM-FM, Box 931, Birch Hall, Bemidji, Minn., 56601, 755-2059.

Carleton College, KARL, Carleton College, Northfield, Minn., 55057, 507-645-4431 ext. 262. 680 Khz. CC, Comm. IBS. Campus Media. AP. Enroll. 1650; Pot. aud. 1550. On air 7 days per week, 114 hours per week. Est. April, 1948; staff, 85. GM, Steve Heuslein; PD, Tim Vadheim; CE, Dave Engbring; PD, Chris Hyman; SM, James Maxeiner; BM, Rich Hammond; ND, Dave James; MD, John Cook.

KARL

	1 time	6 times	12 times
5 min.	\$3.00	2.60	2.20
60 sec.	1.20	1.04	.88
30 sec.	.96	.88	.72
Term (10 weeks) discount - 12 1/2%			

KARL680

CARLETON COLLEGE
NORTHFIELD, MN. 55057

Macalester College, KMAC, St. Paul, Minn. 55101.

Mankato State College, KGMA-AM, Gage Center, Mankato, Minn., 56001, 507-389-1474. 80 AM CC, Comm. Mankato Press Club; Considering others. Rock daytime...Progressive 1 p.m. to 6 p.m. 20 per cent news daytime hours: ABC Contemporary. Considering UP; AB "Newscall". Enroll., 12,000; Pot. aud. (see note) On air 7 days per week, 168 hours per week. Es November, 1969; staff, 100. Faculty Advisor: David Cowan (Student Advisor: Brad Theissen; GM, Denny Flaherty; PD, Greg Truog; C Ernest Springer; ND, Tom Hanneman; MD, Jo Thom.

KGMA

	1 time	1000 times	5000 times
5 min.	-----	ON REQUEST	-----
60 sec.	\$3.00	1.44 ea.	1.20
30 sec.	2.40	1.08 ea.	.84

University of Minnesota, WMMR, Coffman Memorial Union, Minneapolis, Minn., 55455.

Moorhead State College, SMSC, Box 30, M.S.C., Moorhead, Minn., 56560, 218-236-2115. 680 CC, Non-comm. IBS. Rock, Jazz & Blues, for cc., UPI. Enroll., 5700; Pot. aud. 1600. On air 7 days per week, 98 hours per week. Est. 1951; staff, 35. Faculty Advisor: Ted M. Larson; GM, Dennis Hamilton; PD, Karl Xavier; CE, Dan Friend; PD, Kurt Hegland; BM, Dennis Hamilton; ND, Dan Mangold; MD, Hank Campbell & Phil Oswald.

People's Radio for
MANKATO STATE COLLEGE
And MANKATO, MINNESOTA

KGMA-AM

800 AM CC
ch. 12 CATV

Serving 3,500 on-campus
students, 35,000 off-campus
students and the Mankato
Community!

Mankato's
number 1
broadcast
source of
today's music
and Community
news.



american
contemporary
radio network

Rainy River State Junior College, KICC,
RSJC, Int'l Falls, Minn., 56649, 218-283-8491.
1.5 CA-FM, FM, non-comm. Univ. of Texas
Radio Network. Format: Classics-Jazz-Rock-
Folk block programmed. Enroll. 300; Pot. aud.
0,000. On air 7 day per week, 71 hours per week.
Est. May 1970; staff, 14. Faculty Advisor:
Richard R. Hill; GM, Andrew Marlow (f); CE,
Richard R. Hill (f); PD, Lauren Ellison (s); BM,
Larry van Schoich (f); MD, Brad Forsythe (s).

St. John's University, KSJU, KSJU Radio,
Collegeville, Minn., 56321, 612-363-7761 ext. 311.
60 CC, comm. IBS. Format: Various (con-
temporary). Earth News, UPI. Enroll. 2500; Pot.
aud. 2300. On air 7 days per week, 122 hours per
week. Est. Dec., 1954; staff, 45-50. GM, Paul
Kelly; PD, Greg Emmers; CE, Mark Killian;
D, Mark Rotert; SM, Peter Dwyer; BM, Rick
Michellizzi; ND, Tom Mans; MD, John Norton.

St. Mary's College, KSMC, Terrace Heights,
Winona, Minn., 55987, (507) 452-4430 ext. 262.

MISSISSIPPI

Keesler Technical Training Center, WKFB,
Box 546, Biloxi, Miss., 39534, 377-4130.

University of Mississippi, WCBH, University,
Miss., 38677.

Mississippi Gulf Coast Junior College, WJDC,
Gulfport, Miss., 39501, 896-1592.

University of Southern Mississippi, WMSU,
Box 116, Hattiesburg, Miss., 601-266-7214. 640, CC,
M, comm. Top 40. NBC. UPI. Enroll., 9,000;
Pot. aud., 5,500. On air 7 days per week broad-
casting 129 hours per week. Est. 1954, staff size,
10. Faculty Advisor, Dave Waite; GM, Jim
Thredge; PD, Mike Fitzpatrick; CE, Dick
Rimmel; PD, Bill Galloway; SM, Larry
Lardy; BM, Hazel Waits; ND, Bob Golden; MD,
Bill Galloway; Traffic, Linda Waite; Produc-
tion, Mike Murphy.

MISSOURI

Calvary Bible College, KLJC, 1111 W. 39th St.,
Kansas City, Mo., 64111, 816-753-4514. 88.5 mHz,
M, Non-comm. National Religious Broad-
casters. Format: educational (religious).
Enroll., 400; Pot. aud. 1.25 million population. On

air 7 days per week, 7 hours per week. Est. Aug.
1970; staff, 1 ft, 5 pt at present. PD, Harry
Waterhouse (f); CE, Don Richards (s); C VP
and Station Supvr., George Pearson (f).

Central Bible College, KCBC, 3000 N. Grant,
Springfield, Mo., 65802, 833-2551 ext. 97. 660 Khz.
CC, Non-comm. NRB, GMA, IBS. Format,
Religious, easy listening. Enroll. 1000, Pot. aud.
650. On air 5 days per week, 55 hours per week.
Est. 1957; staff, 40. Faculty Advisor, Dr. Donald
Johns. GM, John D. Powell; PD, Bobby
Rodriguez; CE, Bill Brown; PD, Rick Kendall;
BM, Steve Sundell.

Central Methodist College, KMOE, Brannock
Hall, Box 79, Fayette, Mo., 65248.

Central Missouri State College, KCMW-FM,
Warrensburg, Mo., 747-9151, ext 816.

Drury College, KULR, Springfield, Mo., 65802.

Lincoln University of Missouri, KLUM-FM,
Jefferson City, Mo., 65101, 314-636-8121. 88.9 FM,
non-comm. Rock. AP. Enroll., 3,000; Pot.
aud. 350,000. Est. Sept. 1972; Faculty Advisor:
Gene Ormond.

The Lindenwood Colleges, KCLC-AM, Lin-
denwood College, St. Charles, Mo., 63301, 314-723-
4133. 660 CC, Comm. Format: Contemporary.
NPR. AP. Enroll., 650 Pot. aud. 600. On air 7
days per week, 84 hours per week. Est. 1948;
staff, 30. Faculty Advisor: Mrs. Peggy van Dyke.
GM, Ms. Julie Dunsworth; PD, Mr. Paul
Grundhauser; CE, Mr. Paul Grundhauser; SM,
Mr. Chuck Lackner; MD, Mr. Jerry Vaillan-
court.

The Lindenwood Colleges, KCLC-FM, Lin-
denwood Col. St. Charles, Mo., 63301, 314-723-
4133. 89.1 CA-FM, Non-comm. NPR Tape Net-
work. News and public information 50 per cent,
contemporary music 50 per cent. NPR. AP and
own local news staff. Enroll. 650; Pot. aud. One
million. On air 7 days per week, 99 hours per
week. Est. March, 1968; staff, 35 students.
Faculty Advisor: Mrs. Peggy van Dyke. GM,
Ms. Marty Ackmann; PD, Mr. Mark Poin-
dexter; CE, Mr. Bill Ott; PD, Mr. Rich
Slaughter; ND, Ms. Durinda Belshe; MD, Mr.
Chuck Lackner.



University of Missouri, KCCS, 100 Pershing
Hall, Columbia, Mo., 65202, 499-9500, 9595.

University of Missouri, KMFA, Box 7502-
MRHA, Rolla, Mo., 65401.

University of Missouri-Rolla, KMSM, 203
Mining Bldg., UMR, Rolla, Mo., 65401, (314) 341-
4273.

Northwest Missouri State University, KDLX,
NWMSU, Maryville, Mo., 64468, 816-582-2076. 560
CC, Comm. Rock. UPI. Enroll. 5500; Pot. aud.
4200. On air 6 days per week, 108 hours per week.
Est. April, 1960; staff, 30. Faculty Advisor: Rollie
Stadlman; GM, Rick Stockdell; PD, Bob May;
CE, Stan Funston; SM, Mark Tones; ND, Mary
Merrigan; MD, Tom Anderson.

KDLX

	1 time	60 times	90 times
60 sec.	\$1.00	.80	.70
30 sec.	.60	.45	.35

Northwest Missouri State University, KXCV,
NWMSU, Maryville, Mo., 64468, 816-582-3691. 90.5
FM, Non-comm. NAEB, MBA, MAEB, CPB,
NPR. Educational. NPR. UPI. Enroll. 5,500; pot
aud. 176,000. On air 7 day per week, 127 hours per
week. Est. Jan. 1971; staff, 23. GM Cathran
Cushman; CE, Warren Stuki; BM, Rollie
Standlman; ND, Sharon Shipley; MD, Dr. Don
Sandford; Production Mgr., Mike Lazar.

Rockhurst, KRC, 5225 Troost, Kansas City,
Mo., 64110, 816-363-3710. 760 CC, Comm. Format:
Rock Music. Campus Media. Enroll., 2200; Pot.
aud. 25,000. On air 7 days per week, 94 hours per
week. Est. Nov., 1966; staff, 25. Faculty Advisor:
Rev. James D. Wheeler, S. J.; GM, Donald
Perry; PD, Pete Modica; CE, Bob Marnett; MD,
Pete Modica; Asst. PD, Lou Monnig; Program
Operations, Richard Gines and Dennis Collins.

KRC

	1 time	51 times	201 times
5 min.	\$7.00	5.00	3.00
60 sec.	1.60	1.10	.70
30 sec.	1.10	.80	.45

Northwest Missouri St. College, WKLX,
Maryville, Mo., 64468.

St. Louis University, KBIL, 15 N. Grand, St.
Louis, Mo., 63103. 600 Khz. CC, Comm. IBS, aud. p

St. Louis University, KBIL, 15 N. Grand, St.
Louis, Mo. 63103.

Washington University, KFRH, Clayton 5,
Mo., 63105.

MONTANA

Montana State University, KATS, Bozeman,
Mont., 59715.

Montana State University, KGLT-FM,
Bozeman, Mont., 59715.

NEBRASKA

Central Nebraska Technical College, KCNT,
Box 1024, Hastings, Ne., 68901, (402) 463-9811 ext.
349.

Kearney State College, KOVF, Kearney, Neb.,
68847.

University of Nebraska, KRNU, 901 N. 17th St.,
Lincoln, Nebr., 68508, (402) 472-3054.

NEVADA

University of Nevada, KNYE, Reno, Nev.,
89507.

University of Nevada, KUNR-FM, Reno, Nev.,
89507.

NEW HAMPSHIRE

Dartmouth, WDCR, Box 957, Hanover, N.H.
03755, (603) 643-4500

Franklin Pierce College, WFPR, Rindge,
N.H., 03461.

Keene State College, WKSC, L.P. Young Bldg.,
Keene, N.H., 03455, 352-7635, 7636.

New England College, Henniker, NH., 03242,
603-428-3228. 91.7, CA-FM. NAEB, IBS.
Progressive Educational. AP. Enroll. 1200; Pot.
aud., 4,000. On air 7 days per week broadcasting
140 hours per week. Est. April, 1971; staff, 14.
Faculty Advisor: Robert Jewell; GM, Ben
Fowler; PD, Win Damon; CE, Phil Reeder; BM,
Rick Saunders; ND, Kim Kennedy; MD, Mark
Hagopian; Chief Announcer, John Magrath.

University of New Hampshire, WUNH (FM), Memorial Union Bldg., Durham, N.H., 03824, 603-868-2541. 91.3 MHz FM, Non-comm. progressive-Folk; Jazz, Soul, Classics, Folk Programs also. ABC Contemporary. UPI. Enroll., 9,000; Pot. aud. 750,000. On air 7 days per week, 140 hours per week. Est. April 1963; staff, 45. Faculty Advisor: Dave Sprague; GM, Charles Tately; PD, Cliff Blake; CE, Art Collins; PD, Joe Hill; SM, John Hinds; BM, Donna Lee; ND, Jeff Wallace; MD, Rick Bean.

Nathaniel Hawthorne College, WVNB, Antrim, N.H., 03440.

Plymouth State College, WPCR, Plymouth, N.H., 03264, 603-536-1760. 640 CC, comm. Mainly Top 40 with some deviations. CBS. UPI. Enroll. 2,200; on air 7 days per week, 140 hours per week. staff, 40. Faculty Advisor: Tom Goulart; GM, Pete Cofran; PD, Bob Moore; CE, Ed Simmons; PD, Steve Vallecourt; SB, Tom Bowley; ND, Al Farnsworth; Secretary-Treasurer, Kate Mulken.

WPCR

	1 time	20 times	50 times
60 sec.	\$1.90	1.70	1.40
30 sec.	1.50	1.40	1.20

percent music entertainment. NPR, Pacifica. UPI. Enroll., 12,000; pot. aud., 56,000. On air 6 days per week broadcasting 72 hours per week. Est. 1946; staff 45. GM, P. Robert Blake; PD, Larry Kasian; CE, Bill Mollenhauer; ND, Greg Miller.

Hanover Park Regional High School District, WHPH, Mt. Pleasant Ave., Hanover, N.J., 07936, 201-887-7511. 90.3 FM, Non-comm. Format: Educational—Rock—MOR. UPI. Enroll., 3,000; Pot. aud. 150,000. On air 5 days per week, 50 hours per week. Est. 1966; staff, 50. Faculty Advisor: Mark London; GM, Mark London (f); PD, Kim McFadden (s); CE, Don Elston (s); PD, Danny Santora (s); BM, Fred Strout (f); ND, Pat Lanza (s); MD, Kathy Rutlinger (s).

Livingston College, Rutgers Univ., WRLC, LPO 13112, New Brunswick, N.J., 08903, 201-932-3945. 640 CC, Comm. IBS. Controlled Free-form. Campus Media. UPI, Earth and Zodiac Liberation. Enroll., 4000; Pot. aud. 4000. On air 7 days per week, 133 hours per week. Est. Nov., 1971; staff, 50. Faculty Advisor: Brian Blake; GM, (entire Board of Directors); PD, Walter O'Brien; CE, Stanley Horowitz; PD, Joseph Williams; BM, Linda Jennings; ND, Michael Murray; Production Director, John Diamantis; plus (3) three members-at-large. WRLC

	1 time	50 times	100 times
60 sec.	\$1.60	1.15	.85
30 sec.	1.15	.80	.60
10 sec.	.75	.40	.30

Montclair State College, WVMS, Student Center, Montclair, N.J., 07043, 201-893-4256. 590 CC, AM, non-comm. Free-form progressive. UPI. Enroll. 13,000; Pot. aud. 13,000. On air 7 days per week, 123 hours per week. Est. Sept. 1966; staff, 70. Faculty Advisor: Ed Dawson, Dr. John Gartley; GM, Billie Yawger (s); PD, Charles Hecht (s); CE, Bruce Nienenhous; BM, Tom Leonard (s); ND, Glen Bukowski (s); MD, Charles Hecht (s); Station Mngtr, Bill English (s).

Monmouth College, WMCJ, West Long Branch, NJ, 07764.

Morristown High School, WJSV-FM, Morristown, NJ, 07960.

Newark College of Engineering, WNCE, 367 High Street, Newark, N.J., 07102, 201-645-5316. 550Khz CC. IBS nominate members to Pi Delta Epsilon. Progressive Rock. none, work with other NJ colleges on new feeds. None, non-commercial. Work with other NJ colleges in informal exchange of campus news, other news. Enroll. 2500 day undergrad.+grad.; Pot. aud. 3000 from local source. On air 5 days per week, 49 hours per week. Est. Sept. 1965; staff, 25. Faculty Advisor Prof. Robert Rose, E. E. Department; GM, Mike Rapp; PD, Carl Capista; CE, Mark Kolber; BM, Woody Dunwoody; PA, Ken Misiak; Operations manager Bob Kooba; Sec., Stevi Banks.

Newark College of Engineering, WNCE, Newark, NJ, 07102.

Paterson State College, WPSC, Wayne, NJ, 07470.

The Pennington School, WPTN, Pennington, NJ, 08534.

Ramapo High School, WRRH, George St., Franklin Lakes, NJ, 07417, 891-1500 ext. 42.

Rider College, WWRC, Trenton, N.J., 08602. 640 CC, AM. Progressive. Enroll., 3700; Pot. aud. 3700. On air 7 days per week, 130 hours per week. staff, 50. Faculty Advisor: Mr. Gordon Graves; GM, Iris Kaplan; PD, Bruce Austin; EC, Jeff Stout; PD, Lisa Landsman & Mizzi Borgstedt; SM, Jim Klein; BM, Marc Palker; MD, Paul Rosenberg; ND, Joe Rosenberg; Traffic, Dayle Schlinger & Lynder Zamkow.

WWRC

	1 time	30 times	51 times
60 sec.	\$2.00	1.75	1.50
30 sec.	1.50	1.25	1.00

Rutgers University, WRSU, New Brunswick, NJ, 08903.

Rutgers University, WNRU, Newark, NJ, 07102.

Seton Hall University, WSOU-FM, South Orange, NJ, 07079.

Stevens Institute of Technology, WCPR, Box S 1461, Hoboken, N.J., 07030, 201-795-4887. 740 kHz CC, Comm. IBS. Primarily Progressive and Top 40. UPI. Enroll., 1400 undergrad, 1400 grad.; Pot. aud. 2,000. On air 6 days per week, 60 hours per week. Est. Dec., 1959; staff, 85. Faculty Advisor: Mr. Marshal Sewell; GM, Jack Wimmer; PD, Nestor Holynsky; CE, Mike Fudali; SM, Rich Jerome; BM, Rich Jerome; ND, James Tosonne; MD, Nestor Holynsky.

WCPR

	1 time	50 times	100 times
60 sec.	\$2.00	1.30	1.00
30 sec.	1.50	1.00	.80

Trenton State College, WTSR, Pennington Road, Trenton, N.J., 08638, 609-771-2420. 89.7 FM Non-comm. IBS, NAEB, CPB. Format Progressive. UPI, Earth News, Zodiac News. Enroll., 5400; Pot. aud. 25,000. On air 7 days per week, 75 hours per week. Est. January, 1959 staff, 33. Faculty Advisor: David Rogosky; GM, Tom Fitzpatrick; PD, Kevin Clemente; CE, Gary Rivera; PD, Tom Weiss; ND, Howard Frierman; MD, John T. Bates; Traffic, Monica Scragle; Asst. Station Manager, Ken Bringerburg.

Upsala College, WFMU, Prospect St., East Orange, N.J., 07019, 201-266-7146. 91.1 CA-FM Non-comm. Format: Public Affairs-Progressive Rock. Enroll., 2000. On air 7 days per week, 14 hours per week. Est. 1957; staff, 20. Staff Advisor: George Fenwick Jr.; GM, George Fenwick Jr. (s).

William Paterson College, WPSC, Hobart Hall Wayne, N.J., 07470, 201-278-4544. 590 CC, Comm. IBS. Free form Rock plus Jazz. Fredrick Smith (New York) 15 W. 44th St., 10036, NYC. UP Enroll., 10,000; Pot. aud. 10,000. On air 5 days per week, 70 hours per week. Est. 1967; staff, 1. Faculty Advisor: Doctor Anthony Maltese; GM, Bob Ackershoek; PD, Pete Hoagland-Bruce Kennerley; CE, Dan Walsh; PD, Andy Bodna Gary Scot; GM, Sue Kelliher; BM, V. Selepouchia; ND, Warren Sieber; MD, Andy Flavelle.

WPSC

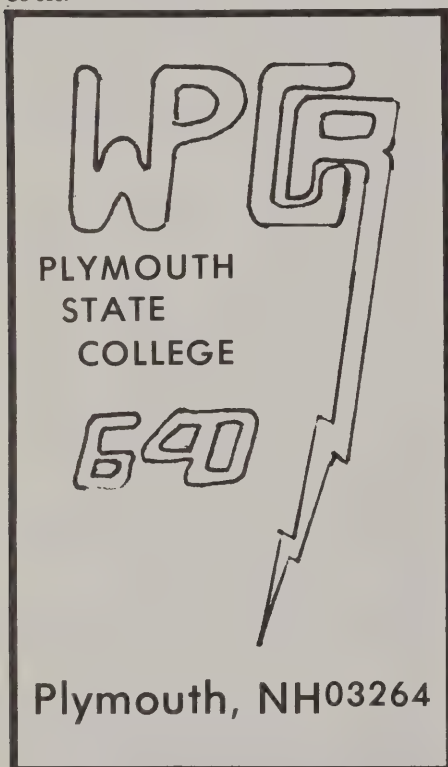
	1 time	26 thru 50 times
5 min.	\$6.00	5.00
60 sec.	1.50	1.25
30 sec.	.75	.60

NEW MEXICO

Eastern New Mexico University, KENW-FM, Portales, NM, 88130.

University of New Mexico, KUNM-FM, Albuquerque, NM, 87106.

New Mexico State University, KRWG, Box 3053, Las Cruces, N.M., 88001, 505-646-3505. 66 CC, Non-comm. IBS. Top 40. UPI, Enroll. 10,000; Pot. aud. 50,000 (on cable). On air 7 days per week, 168 hours per week. Est. 1946; staff, 1. Faculty Advisor: Harold A. Servis; SM, Bob Stanton; GM, Harold A. Servis (f); PD, Bob Burt; CE, James A. Doiron (s); PD, Gus Phillips; SM, Jeanne Gleason; BM, Tom Brown; ND, Con James; PD, Blaine Leist; Chief Announcer, Stu Kent; Sports Director, Kim Hunter.



Saint Francis College, WWAS, Biddeford, Ma., 04005.

NEW JERSEY

Centenary College for Women, WNTI-FM, Hackettstown, NJ, 07840, (201) 852-1400.

Drew University, WERD, Madison, NJ, 07940.

Fairleigh Dickinson University, WFDU-AM, 1000 River Rd., Teaneck, N.J., 07666, 201-836-6008. 640 non-comm. IBS. Rock. Fred Smith, New York. United Press Int'l. Enroll., 8500; Pot. aud. 4500. On air 6 days per week, 86 hours per week. Est. 1964; staff, 40. Faculty Advisor: David West; GM, Rob Dogramajian; PD, Chuck Gold; CE, Steve Boak; SM, Marc Michaels; BM, Matt Weiss; ND, Sharon Davis; MD, Mark DuFine; Record Librarian, Al Bernstein.

Glassboro State College, WGLS, P.O. Box 116, Glassboro, N.J., 08088, 609-445-7335. 89.7 FM, non-comm. NPR, NAEB, UPI, IBS, Pacifica. 50 percent cultural, educational, informational; 50

KRWG	1 time	40 times	90 times
60 sec.	\$1.75	1.40	1.15
30 sec.	1.25	.90	.70

NEW YORK

Adelphi University, WALI, S. Ave, Garden City 11530, (516) 747-4757.

Brooklyn College, WBCR, 102-A Laguardia Hall, Brooklyn, N.Y., 11229, 212-859-6048. 590, AM, Comm. IBS. Progressive. AP. Enroll., 33,000; Pot. aud. 20,000. On air 5 days per week, 60 hours per week. staff, 60. GM, Michael Shalett; PD, Mark Klastorin; CE, Mike Solomon; PD, Minda Tabak; SM, Roy Liemer; MB, Roy Liemer; ND, Jack Rotholtz; MD, Louis Lewow; President, Rob Drasin.



City College of New York, WCCR, Convent Ave. at 133rd St., New York, NY; 10031.

Clarkson College of Techn. and State University at Potsdam, WTSC-FM, Clarkson College, Potsdam, NY, 13676, (315) 265-7180.

Colgate University, WRCU-FM, Spear House, Hamilton, NY, 13346, (315) 824-1212.

City College of New York, WCCR, 133 St. — Convent, N.Y., 10031, 212-926-8550. 640 CC, Non-comm. Format: Rock-Soul-Public Service. City University Network. UPI Radio Wire, UPI Audio Network. Enroll., 21,000; Pot. aud. 18,000. On air 5 days per week, 56 hours per week. Est. 1956; staff, 80. Faculty Advisor: Mr. Erland Sunil & Mr. Irwin Brownstein; GM, Paul V. Girello; PD, Gregory P. Vousi; CE, Jon Drechsler; PD, John Williams; BM, Lloyd Prezant; ND, Howard D. Schoenholtz; MD, Glenn Fidell; Consulting Engineer, Howard Goldman.

Columbia University, WKCR-FM, 208 FBH, NY, NY., 10027, 212-280-5011. 89.9 FM, Non-comm. Format: Jazz, CM, News, Ethnic. AP & ABC Audio. Enroll., 16,000; Pot. aud. 15,000,000. On air 7 days per week, 100 hours per week. staff, 120. GM, Louis Venech; PD, Louis Keyes; CE, Bruce Wilde; BM, Ed Sullivan; ND, Mary Jo Melone; President, Charles Weger.

Columbia University, WKCR, 208 FBH, NY, NY. 10027, 212-280-5011. 590, CC, comm. Progressive, jazz, folk. IVY. Nat. Rep., Ivy. AP and ABC audio. Enroll., 16,000; pot aud., 2,000. On air 7 days per week broadcasting 100 hours per week. Est. Feb. 1941; staff 30. GM, Louis Venech; PD, Louis Keyes; CE, Bruce Wilde; SM, Boh Schubert; BM, Ed Sullivan; ND, Mary Jo Melone; President, Charles Weyer.

Cornell University, WVBR-FM, Ithaca, NY, 14850.

Elmira College, WECW, Elmira, NY, 14901.

Erie Community College, WECC, Main & Youngs Rd., Buffalo, N.Y., 14221, 716-634-0800 211. 570 khz CC, Non-comm. IBS. Free Form. Enroll., 4,000; Pot. aud. 2500. On air 5 days per week, 40 hours per week. Est. Sept. 1971; staff, 6. Faculty Advisor: Mr. Ebbie V. Shores; GM, James Jaworski; PD, Phil Meredith; CE, Nicholas Saviola; PD, Spencer Nichols; SGM, Miss Melissa DeGraff; BM, Gary Ball.

Fordham University, WFUV, Bronx, N.Y., 10458, 212-933-2233. 90.7 FM, Non-comm. NAB. one-third classical, contemporary, information. AP. Enroll., 10,000; Pot. aud. 13,000,000. On air 7

days per week, 73 hours per week. Est. July, 1947; staff 30-35. Faculty Advisor: Frank A. Seitz; GM, Frank A. Seitz; PD, Anthony Masiello; CE, Robert Jewell; ND, Michael Lynn; MD, Hariett Welch.

Griffith Institute and Central School, WSPE-FM, Springville, NY, 14141.

Harpur College, SUNY Binghamton, WHRW-FM, Harpur College Binghamton, NY, 13901, (607) 798-2137.

Hartwick College, WRHO, Hartwick Col, Oneonta, N.Y., 13820, 607-432-3626. 89.5 FM, Non-comm. Format: Diversified. UPI Audio. UPI. Enroll., 1700; Pot aud. 20,000. On air 7 days per week, 20 hours per week. Est. Jan., 1970; staff, 55. Faculty Advisor: Dr. Wayne Warncke; GM, David Maurer; PD, Lee Feinman; CE, William Babson; PD, Nancy Lyon; BM, Michael Doherty; ND, Karl Schoch; MD, TBA; Sports Wade Cloyd; Secretary, Karin Schindler.

Hobart and William Smith Colleges, WEOS-FM. Hobart College, Geneva, N.Y., 14456, 315-789-8970. 89.7, FM, non-comm. NAEB. Public radio, cultural, informative, musical. UPI Audio. UPI Audio and Teletype. Enroll., 1,600; pot., aud., 40,000. On air 7 days per week broadcasting 20 1/4 hours per week. Est. 1948; staff 75. Faculty Advisor: Mr. A. H. Beretta; GM, Evan Kalenik; PD, Christine Blank; CE, Alan McLean; PD, Randy Ross; BM, Charles Kelley; ND, Rick Solomon; MD, Art Gottlieb; Production, Randy Golden; Sports, Kurt Dossin; Traffic, Zack Chaiken.

Houghton College, WJSL, Houghton College, Houghton, N.Y., 14744, 716-567-2698. 640 CC, Non-comm. IBS, CBA, UPI. Enroll., 1,200. On air 7 days per week broadcasting 124 hours per week. Faculty Advisor: Dr. Trexler, Mr. Higdon, Mr. Norton; GM, Debra Carr; PD, G. William Hill; CE, Cliff Bird; BM, Norman Mason; ND, Bruce Kaiser; Chief Technician, Stephen Blendermann.

Hudson Valley Community College, WHVC, Troy, NJ, 12130.

Irondequoit High School, WIRQ-FM, 260 Cooper Rd., Rochester, N.Y., 14617, 716-342-6461. 90.9 FM, Non-comm. U. of Virginia Tape Network, Longhorn Radio Network. 49.9 per cent educational & Public affairs, 50.1 per cent entertainment. ABC. ABC- American FM. Enroll., 2,000; Pot. aud. 65,000. On air 5 days per week, 45 hours per week. Est. Jan., 1960; staff, 50. Faculty Advisor: Eric Young; SM, Bonnie Teklin; PD, Norm Silver; CE, Kevin Hartleben; PD, Marilyn Itkin; ND, Jan Gabruk; MD, Cynthia Kuchmy; Continuity Director, Ken White; Traffic Director, Gary Kassmann.

Keuka College, WKCS, Keuka Park, NY, 14478.

Lehman College, WHCB, Bronx, NY, 10468.

Long Island University. The Brooklyn Cntr, WLIU, 385 Flatbush Av. Ext., Brooklyn, N.Y., 11201, 212-834-6383. 590 KHz. CC, Comm. AP, ABC, Information Network, Earth News, Iota Beta Sigma. Format: College FM Rock with heavy emphasis on News. ABC—"American Information" Network. Fred Smith. AP: Earth News. Enroll., 10,000; Pot. aud. 30,000. On air 7 days per week, 168 hours per week. Est. December, 1969; staff, 55. Faculty Advisor: Professor Jacob Jaffe; GM, Lionel L. Richardson; PD, Eric Chappe; CE, Al Kirshner; DO, Michael S. Green; BM, Jerry Lowenthal; ND, Carmine Cincotta; MD, Louis Pinnari; News Advisor, Samuel F. Schuster.

Marist College, WMCR, Poughkeepsie, NY, 12601.

Mohawk Valley Community College, WRMT, 1101 Sherman Dr., Utica, NY, 13501, 735-9752.

New York University, WNYU, Bronx, NY, 10453.

New York Institute of Technology, WNYT, Box 61, Old Westbury, NY, 11568.

New York State University, Cobleskill, NY, 12043.

C. W. Post Center, WCWP, Greenvale, N.Y., 11548, 516-299-2626. 88.1 AM, Non-comm. NPR. Format: Public. NPR. UPI. Enroll., 12,000. On air 7 days per week, 53 hours per week. Est. April, 1965; staff 35. Faculty Advisor: William J. Mozer.

Queens College, WQMC, Flushing, NY, 11367.

Queensborough Community College, WQCC, Bayside, NY, 11364.

Rensselaer Polytechnic Institute, WRPI, Lounge 15, Troy, NY, 12181, (518) 270-6248.

Rochester Institute of Technology, WITR-AM, P.O. Box 9969, Rochester, NY, 14623, (716) 464-2271.

Rockland Community College, WRCC, 145 College Rd., Suffern, N.Y., 10901, 914-352-4442. CC Comm. Progressive. Zodiac and Earth News. Enroll., 5000; Pot. aud. 50 per cent. On air 5 days per week broadcasting 40 hours per week. Est. January, 1971; staff, 20. Faculty Advisor: Jon Lambert; GM, Neil Monastersky; PD, Arnie Tanowitz; CE, Ron Fantini; BM, Toni Jankovic; ND, John Umbendstock; MD, Steve Siciliano.

Saint Bonaventure University, WOFM, Saint Bonaventure, NY, 14778.

St. John Fisher College, WJFR, Rochester, NY. 14613.

WRCC

Rockland Community College
Suffern, N.Y.

Siena College, WVCB, Loudonville, N.Y., 12211, 518-785-4146. FM non-comm. IBS, NERN, Heavy Top 40. UPI Audio Wire. Enroll., 2,000; Pot. aud. 3000,000. On air 7 days per week, 112 hours per week. Est. April, 1963; staff 30. Faculty Advisor: Robert Waywood; GM, John Rinaldi; PD, Marc Kaplan; CE, Steve Lowe; BM, Joe McLaughlin; ND, Brian Swinn; MD, John Stuart & John Figliozzi; Public Programs Director, Mike O'Brien.

St. Lawrence University, WSLU-FM, Payson Hall, Canton, N.Y., 13617, 315-379-5356. 96.7 FM, Non-comm. CPB NPR. Contemporary & Concert Music, Public Affairs. NPR. NPR. Enroll., 2200; Pot. aud. 1,000,000. On air 7 days per week, 78 hours per week. Est. 1967; staff, 15. Faculty Advisor: Richard D. Hutto; GM, Richard D. Hutto (f); PF, James A. Arvidson (s); CE, Francis P. Murphy (s); PD, James A. Arvidson (s); SM, Richard D. Hutto (s); BM, R.D. Hutto (s); ND, J. A. Arvidson (s); MD, J. A. Arvidson (s); Coordinator of Concert Music, Karl Lowenstein (s).

State University of N.Y. at Albany, WSVA, 1400 Washington Ave., Albany, N.Y., 12222, 518-457-5808. 640 CC, Comm. N.Y. State College News Network; IBS; College Radio Report. Progressive Rock. ABC, Jean Quinn. ABC, Earth News, Enroll., 13,000; Pot. aud. 6,000. On air 7 days per week, 24 hours per week. Est. Feb., 1963; staff, 100. Faculty Advisor: John Gunn; GM, Eric Lonschein; PD, Brian Lehrner; CE, Daniel Chall; PD, Marla Goldman; SM, Jean Quinn; BM, Jean Quinn; ND, Dave Galletly; MD, Rob Cohen.

WSUA

	1 time	100 times	200 times
60 sec.	\$2.50	1.75	1.60
30 sec.	1.90	1.30	1.20

State University of New York, Agricultural and Technical College at Alfred, WVAT, N. York, Alfred, N.Y., 14802, 607-871-6400. 640 CC, CA-FM, Non-comm. Format: Top 40 & Progressive. Collegiate. UPI. Enroll., 3500; Pot. aud. 15,000. On air 7 days per week, 108 hours per week. Est. Jan., 1964; Staff, 8. Faculty Advisor: Robert Keough; GM, Gary N. Bacchetti; PD, Ronald P. Hicks; CE, Robert Thompson; PD, Gary N. Bacchetti; GM, Harold Siegel; BM, Harold Siegel; ND, Ronald P. Hicks; MD, Michael Pawlowski; Executive Secretary, Susan Wolf.

State University of N.Y. at Buffalo, WBFO, Rm 323 North Hall, Buffalo, N.Y., 14214, 716-831-5393. 88.7 FM, non-comm. Block programming. NPR. UPI. Enroll. 27,000; Pot. aud. 1,000,000. On air 7 days per week, 19 hours per week. Staff, 60. GM, Jim Campbell (Professional); PD, Dave Karpoff (Professional); CE, Fred Winters (Professional); ND, Paul Palo (Professional); MD, Wally Gajewski (Professional); Rock Music Co-ordinator, A Scott Field; Engineering Supervisor, Deborah Flor.

State University College at Brockport, WBSU, College Center, Brockport, N.Y., 14420, 716-395-2560. 600 AM CC, Comm. IBS, UNS. Progressive, Top 40. ABC. UPI. Enroll., 10,000; Pot. aud. 4,000. On air 7 days per week, 133 hours per

week. Est. September, 1962; staff 50. Faculty Advisor: Frank Filardo; GM, Fred Fishel; PD, Tom Duff; CE, Don Ronning; PD, John Holshoe; SM, Steve Gordon; BM, Bob Hutchinson; ND, Chuck Wallace; MD, Enoch Ley; Traffic Dir., Michelle Atkins.

WBSU

	1 time	51 times	100 times
60 sec.	\$1.75	1.00	.75
30 sec.	.85	.50	.35

wbsu 600 am

the college radio station
in brockport new york

New York State University, Cobleskill, N.Y., 12043.

State University of New York at Cortland, WCSU, Brockway Hall, Cortland, NY.

State University of New York College at Fredonia, WCVF, Fredonia, NY, 14063, (716) 673-3427.

State University College, WGSU-FM, Geneseo, NY, 14454.

New York State University College, WCVF, Morrisville, NY, 13408.

State University of New York at Oswego, WOOR, Hewitt Union, Oswego N.Y., 13126, 315-343-8859. 640 CC, comm. IBS, EBS, Am. Inf. Affiliates Assoc. Progressive-Contemporary. American Information. Campus Media. UPI Enroll., 8,000; Pot. aud. 15,000. On air 7 days per week, 168 hours per week. Est. Nov., 1968; staff, 60. Faculty Advisor: Owned by Oswego State Broadcasting Service, Inc. GM, John E. Krauss; PD, Edward Garsten; CE, Marshall Baron; PD, Joseph O'Connor; SM, Stuart Hellman; BM, Stuart Hellman; ND, Mark Biscardi; MD, Pat O'Connor; Librarian, Karen Shull; Traffic, Carol Jones; Production Mgr, Mike Shrader; Sports, Bill Foley; Executive Assistant, Maryanne Schwessler.

WOOR

	1 time	50 times	200 times
5 min.	\$5.00	2.50	-----
60 sec.	1.35	1.20	1.10
30 sec.	.85	.70	.60

State University College at Plattsburgh, WKGO, 65 Broad St., Plattsburgh, 12901, 518-561-0650. 650 khz CC, Non-comm. Progressive Rock. AP. Enroll., 5000; Pot. aud. 3,000. On air 7 days per week, 168 hours per week. Est. 1965; staff, 40. Faculty Advisor: Dr. Phillip Reines; GM, Joe Coleman; PD, Glenn Slingerland; CE, Ray Kircher; BM, Jeff Lipton; ND, Rick Azotea; MB, Gary Hobish; Operations, Dick Dawkins.

State University College at Potsdam, WRPS, College Union, Potsdam, N.Y., 13676, 315-268-3730. 730 CC, Comm. Classical, Progressive, Folk & Jazz. Press Association, Inc. Enroll., 3500. On air 7 days per week, 24 hours per week. Est. January, 1968, staff 41. Faculty Advisor: Robert Macey & Dan Cook; GM, Charles Ayer; PD, Dan Denny; CE, Robert Curtis; PD, Claudia Thomas; SM, Andrea Spooner; BM, Howard Champlain; ND, Linda Kerr; MD, Sylvia Moyer.

WRPS

	1 time	14 times	45 times
5 min.	\$5.50	4.75	3.50
60 sec.	1.10	.95	.70
30 sec.	.85	.85	.85

WOOR

640

Oswego, N.Y.

THE NOW SOUND

of the
70's

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INFORMATION
LISTENERS

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FEATURES

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MUSIC
NEWS

HEWITT UNION

STATE UNIVERSITY COLLEGE
343-8859 AC/315



American
Information
Radio Network

State University College, WUSB, Stony Brook, L.I., NY, 11790.

Syracuse University, WAER-FM, Syracuse, NY, 13210.

U.S. Military Academy, WKDT, Message Center, USCC, West Point, NY, 10996, (914) 938-5338.

Vassar College, WVKR, Main N251, Pough Keepie, N.Y., 12601, 914-471-7499. 620 CC. IBS. Progressive vaired style conservative free form. James Severino. UPI. Enroll., 24000; Pot. aud. 2000. On air 7 days per week, 105 hours per week. Est. Spring 1971; staff, 100. GM, Wendy Laurence; PD, Tricia Lynn; CE, Geoffrey Feldman; BM, Winnie Harano; ND, Andrew Deutsch; MD, Andrew Fuchs.

WVKR

Floating rates, BY ABILITY TO PAY
\$1.00 - \$10.00 --- 1 min.

Yeshiva College, WYUR, 500 w. 185 St., New York, NY, 10033, 568-4700, 8400.

NORTH CAROLINA

The Agricultural and Technical College, WANT, Greensboro, NC, 27411.

Appalachian State University, WASU, Boone, SC, 28607.

Coastal Carolina Community College, WCCC-FM, Jacksonville, NC, 28540.

Davidson College, WDAV, Davidson, NC, 28036.

Duke University, WDBS, 4742 D.S., Durham, N.C., 27706, 919-684-3686. 107.1 FM, Comm. NAB. Progressive Rock. American FM (ABC). Campus Media Inc. UPI, UPI Audio, Black Audio Net. Enroll., 8,000; Pot. aud. 250,000. On air 7 days per week, 24 hour per day. Est. 1949 (CC-AM) 1971 (FM); staff, 96. GM, Bob Chapman; PD, Ken Ross; CE, George Graham; PD, Bob Chapman; SM, William Brown; BM, Pat Robinson; ND, Ken Perez; MUD, David Parker; Community Service Dir, Bob Conroy; President, Anne Eldridge.

	1 time	56 times	105 times
sec.	\$5.00	4.45	4.20
sec.	2.90	2.60	2.45
sec.	1.25	1.10	1.05

WDGS 107.1 FM Stereo
Progressive Rock
Duke University
University of North Carolina
N. C. State University
WDBS | Durham
 Chapel Hill
 Peace College
 merideth College
 n. c. c. u.

WDBS 107.1 FM Stereo

Mars Hill College, WMHC, Mars Hill, NC, 2854.
 University of North Carolina, WUNF, Asheville, NC, 28801.
 University of North Carolina, WCAR, Chapel Hill, NC, 27514.
 University of North Carolina at Greensboro, WZL, 265 Elliott, Greensboro, N.C., 27412, 919-5450. 640 kHz CC, Non-comm. IBS. Folk-Rock-Jazz Classical. UPI. Enroll., 7,000; Pot. 1,350. On air 7 days per week, 84 hours per week. Est. January, 1969; staff, 40. GM, Harry Mum; PD, Judy Cline; Production Manager, Len Morrison.
 University of North Carolina, WUAG-FM, Greensboro, NC, 27412.
 North Carolina State College, WKNC, Raleigh, NC, 27607.
 Pfeiffer College, WSPC, Misenheimer, NC, 28509.
 St. Andrews Presbyterian College, WSAP, Lenoir, NC, 28540.
 Wake Forest University, WFDD-FM, Ryedale Station, Winston-Salem, NC, 27109, (919) 9-9711 ext. 218.
 Western Carolina University, WCAT, BOC 377B, Swainville, NC, 28723, 293-7173.

	1-49 times	50-99 times	100+ times
sec.	\$3.00	2.75	2.60
sec.	1.65	1.50	1.40

WRHA
University of Akron
 Akron, Ohio
 441304

Ashland College, WRDC, 401 College Ave., Ashland, Ohio, 44805, 324-4561.
 Ashland College, WRDL-FM, 401 College Ave., Ashland, Ohio, 44805, 324-4561.
 Baldwin-Wallace, WBWC, Box A-2, College Station, Berea, Ohio, 44017, (216) 826-2900.

Bluffton, WBUF, Box 149, Bluffton, 45817, 419-358-8015 (ext. 233). 540, CC, CA-FM, non-comm. IBS. Contemporary. ABC-FM. UPI, UPI Audio. Enroll., 1,000; pot. aud. 4,500 (CA-FM). On air 7 days per week broadcasting 168 hours per week. Est. 1948; staff 30. GM, Warren Carter; PD, Rich Armstrong; CE, Warren Carter; PD, Jim Meyers; BM, Warren Carter; ND, L. Fry; MD, John Davis.

**Where music is
 the message . . .**

540—WBUF Radio

Bluffton College

Bluffton, Ohio 45817

Bowling Green State University, WFAL, Bowling Green, Ohio, 43403, (419) 372-2418.

Bowling Green State University, WBGU, 413 South Hall, B.G., Ohio, 43402, (419) 372-2138.

Central State University, WCSU, Wilberforce, Ohio, 45384.

	1-10 times	26-50 times	100+ times
60 sec.	\$3.50	3.10	2.90
30 sec.	2.25	2.00	1.85

University of Cincinnati, WFIB, 121 Emery Hall, Cincinnati, Ohio, 45221, 513-475-3601 - 3307. 800 khz, CC, comm. NAB, IBS. Progressive. ABC ent. AP. Enroll., 35,000; pot. aud., 10,000. On air 7 days per week broadcasting 168 hours per week. Est. 1961-WFIB; 1955-WCCM; 1946-WSHR; Staff 75. GM, John Lentz; PD, Dave Haskin; CE, Geo. Smith; PD, Cathy Sietz; SM, Wayne Greenberg; BM, Steve Hacker; ND, Joanne Easley; MD, Rip Pelley.

	1 time	15 times	29+ times
60 sec.	\$3.75	3.15	2.55
30 sec.	80% of applicable minute rate		

WFIB

University of Cincinnati
 Cincinnati, Ohio.
 45221

Cleveland State University, WCSU., Euclid Ave. & E24, Cleveland, Ohio, 44115, 216-687-3523. CC, comm. Progressive and progressive rock. UPI, College Press Service. Enroll., 17,000; Pot. aud., 5,000. On air 5 days per week broadcasting 52 hours per week. Est. 1929; staff 35. Faculty Advisor, M. David Fracht; GM, Juliette M. Papp; PD, Matt Lapczynski; CE, Rick Bitto; PD, Norb Jerina; SM, Norbert Jerina; BM, Juliette M. Papp; ND, Norb Jerina.

John Carroll University, WUJC-AM, John Carroll University, University Heights, Ohio, 44118, 216-932-7946. Top 40, progressive. Enroll., 4,000; pot. aud., 1,000. On air 7 days per week broadcasting 119 hours per week. Est. March 1971; staff 50. Faculty Advisor, Dr. Sheldon Gawiser; GM, Wally Cooper; PD, Pati Gavin; CE, Tom Boyhan; PD, Rich Bendure; SM, Bob Popp; Operations Director, Bob Popp.

John Carroll University, WUJC, John Carroll University, University Heights, Ohio, 44118, 216-932-7946. 88.9, FM, non-comm. Folk-jazz. Enroll., 4,000. On air 7 days per week broadcasting 77 hours per week. Est. 1969; staff 50. Faculty Advisor, Dr. Sheldon Gawiser; GM, Wally Cooper; PD, Larry Morgan; CE, Tom Boyhan; PD, Rich Bendure; Operations Bruce Bierman; Education Dennis Archambault.

The Defiance College, WDCW, Defiance, Ohio, 43512.

Denison University, WDUB, Granville, Ohio, 43023.

Heidelberg College, WHCR, Founders Hall, Tiffin, Ohio, 44883, 419-448-2283. 88.9, CC, FM, non-comm. Progressive. AP. Enroll., 1,200, pot. aud., 5,000. On air 7 days per week broadcasting 77 hours per week. Est. 1951; staff 40. Faculty Advisor, Roger Smither; GM, Phil Walker; PD, Steve Schnabl; CE, Larry Kalmus; BM, Greg Kuehnle; MD, S. Schnabl.

Hiram College, WHRM, Box 653, Hiram, Ohio, 44234, 216-569-3188. 580, CC, non-comm. IBS. Rock, folk, jazz. UPI. Enroll., 1,200; pot. aud., 1,600. On air 7 days per week broadcasting 112½ hours per week. Est. Sept. 1947; staff 45-50. Faculty Advisor, Dr. Rosser; GM, Scott Schuur; PD, Dan Kelly; CE, Dennis Turner; SM, Debby Deno; BM, Dennis Turner; ND, Scott Schuur; Sound Recording, John Salwen, Scott Schuur.

Whrm
580 am

**CONTEMPORARY
 and CREATIVE
 RADIO for
 HIRAM COLLEGE**

WHRM (216) 569-3188
 Box 653
 Hiram, Ohio 44234

**Home Of
 Sound
 Tree**

PRODUCTIONS
 Sound and Recording

Kenyon College, WKCO, Box 312, Gambier, Ohio, 43022, 614-427-3711. 580, CC, comm. Alternative programming, educational. UPI. Enroll., 1,500; pot. aud., 1,500. On air 6 days per week. Est. 1947; staff 40. Faculty Advisor, Franklin Miller, Jr., GM, Gregory P. Widin; PD, Robert Gibson; BM, Steve Thompson; ND, Marc A. Speiser; MD, Richard Schoenberger; Production Manager, Steven Beres; Technical Director, Andrew Aronson.

Mount Union College, WRMU-FM, 219 W. State, Alliance, Ohio, 44601, (216) 823-2414, 821-2565, 5320.

Oberlin College, WOBC, Wilder Hall, Oberlin, Ohio, 11040, 216-774-1653. 88.7, FM, non-comm. 40 percent pop, 40 percent classical, 20 percent news, sports and public affairs. UPI Audio (tentative). UPI. Enroll., 2,700; pot. aud., 10,000. On air 7 days per week broadcasting 168 hours per week. Est. Sept. 1961; staff 170. Faculty Advisor, Mr. Stanley Ornstein; GM, William E. Siegel; PD, Jonathan A. Cohen; CE, Michael Rowan; BM, William Killoran; ND, S. Andrew Ostapski; Pop MD, Chris Larson; Classical MDS, Richard Kesner, Jared Sacks.

Ohio University, All Campus Radio Network, Suite 315, Radio-TV Bldg., Athens, Ohio, 45701, 614-594-6291. CC. Primarily progressive rock. Enroll., 18,000; pot. aud., 10,000. On air 7 days per week broadcasting 119 hours per week. Est. April 1970; staff 85-100. Faculty Advisor, Mr. Archie M. Greer; GM, S. Arthur Argyries; PD, Patrick Foy; CE, Jeffrey R. Spalding; PD, Ira Friedwald; SM, Stephen R. Eddy; BM, Thomas Wieman; ND, James Heald; MD, Ms. Harriet Cohen; Asst. GM, Curtis Chaplin; Traffic-Continuity, Robert Young.

Ohio University, WOUB, College Street, Athens, Ohio, 45701, 614-594-5321. 1340, AM, non-comm. ABC, NPR, NAB, NAEB, OAB. Block format, news, OMR daytime, rock evenings, telephone talk. ABC Infor, NPR. AP, UPI, NOAA (weather). Enroll., 18,000; pot. aud., 50,000. On air 7 days per week broadcasting 121 hours per week. Est. Sept. 1957; staff 8 fulltime, 200 students. GM, Joe Welling; PD, Ted Jacobson; CE, Don Smith; PD, Gert Eyman; ND, Doug Caldwell.

Ohio University, WOUB FM, College Street, Athens, Ohio, 45701, 614-594-5321. 91.3 mHz, FM, non-comm. NAB, NAEB, OAB. CW-MOR daytime, cultural affairs evenings. ABC Info, NPR. AP, UPI, NOAA (weather). On air 7 days per week broadcasting 112 hours per week. Est. Dec. 1949; staff 8 fulltime, 200 students. GM, Joe Welling; PD, Ted Jacobson; CE, Don Smith; PD, Gert Eyman; ND, Doug Caldwell.

Ohio Dominican College, WOOR, 1216 Sunbury Rd., Columbus, Ohio, 43219, 614-253-2741. 540, CC. IBS. Contemporary-classical-features. Enroll. 1,000; pot. aud., 800. On air 7 days per week broadcasting 56 hours per week. Est. April 1972; staff 10. Faculty Advisor, Tim O'Brien; GM, Tim O'Brien (f); PD, Tom Pope; CE, Gale Gilbreath.

University of Toledo, WERC, University of Toledo, Toledo, Ohio, 43606, 419-531-6267. 680, CC, comm. R & R, chicken underground. ABC. Nat. Rep. Campus Media. Enroll. 13,000; pot. aud., 13,000. On air 7 days per week broadcasting 135 hours per week. Staff 54. GM, William C. Clark; PD, John Bylow; CE, Tom Gardull; BM, Jon Zink; ND, Deanna Ludlow; MD, Gary Ring.

WERC	1 time	51 times	101 times
60 sec.	\$4.00	3.00	2.00
30 sec.	3.00	2.25	1.50

College of Wooster, WCWS, Wishart Hall, College of Wooster, Wooster, Ohio, 44691, (216) 264-9010.

Xavier University, WVXU-FM, Alter Hall 11-12, Cincinnati, Ohio, 45207, 513-853-3542. 91.7 mHz, FM, non-comm. Sports, news, music and educational features. UPI. Enroll., 6,000. On air 7 days per week broadcasting 70 hours per week. Est. Oct. 1970; staff 40. Faculty Advisor, John G. Maupin; Student staff head, Terry Teagarden; CE, Jay C. Adrick (f).

OKLAHOMA

Oklahoma State University, KVP-O, Stillwater, Okla., 74074.

OREGON

Blue Mountain Community College, KRBM, P.O. Box 100, Pendleton, Ore., 97801, 503-276-1260 (ext 213). 90.9 MHz, FM, non-comm. APBE, NAEB, OAB. Rock, CW, MOR. Enroll., 1,500; pot. aud., 10,000-12,000. On air 5 days per week broadcasting 60 hours per week. Est. April 1970; staff 3-6. Faculty Advisor, Blaine T. Hanks; GM, Blaine T. Hanks (f); PD, Don Maxwell; CE, Charles Calkins (f); PD, Mark Miller; ND, Tom Groat; MD, Gary Gorski.

Lewis and Clark College, KLC, Box 59, Portland, Ore., 97219, 503-244-6161. 860, CC, comm. Classical, mixed rock, jazz, folk, soul, top 40, middle of the road. Oregon Collegiate Broadcasting System. UPI. Enroll., 2,000; pot. aud., 1,000. On air 7 days per week broadcasting 84 hours per week. Est. 1952; staff 85. Faculty Advisor, Ronald D. Kramer; GM, Jim Miller; PD, Dale Casterline; CE, Jim Boland; SM, Brian Gellatly; BM, Laurie Stewart; ND, Nancy Hannon; MD, John Gaitens; Office Manager, Ellen Konrad; Assistant Manager, Bruce Dwiggins.

Linfield College, KSLC-FM, Pioneer Hall, McMinnville, Ore., 97128, 503-472-3851. 90.3, FM, non-comm. IBS. 13 percent informational, 25 percent classical, 62 percent contemporary. Enroll., 1,050, pot. aud., 14,000. On air 6 days per week broadcasting 50 hours per week. Est. January 1972; staff 20. Faculty Advisor, Dr. Craig Singletary; GM, Bill Bailey; PD, Greg Barrick; CE, Bill Staley; ND, Mike Mitchell; MD, Ron Callan.

Oregon State University, KBVR-FM, Shepard Hall, OSU, Corvallis, Ore., 97330, 754-3522.

Oregon Technical Institute, KTEC, Klamath Falls, Ore., 97601, 882-6321.

Pacific University, WPUR, Forest Grove, Ore., 97116.

Reed College, KRRC, Reed College, Portland, Ore., 97202, 503-771-2180. 89.3 MHz, FM, non-comm. IBS. Underground, folk, classical, schlock, jazz, oldies, soul. Enroll., 1,200; pot. aud., 250,000. On air 7 days per week broadcasting 84 hours per week. Est. 1957; staff 50. Faculty Advisor, Dr. John E. H. Hancock; GM, David Perry; CE, G.F. Haertig; ND, Richard Furuta; MD, John Penney.

Southern Oregon College, KSOR-FM, Southern Oregon College, Ashland, Ore., 97529, 482-6424.

PENNSYLVANIA

Albright College, WXAC-FM, Box 111, Albright College, Reading, Pa., 19604, 215-374-3274. 91.3, FM, non-comm. IBS. Progressive rock. Enroll., 1,250; pot. aud., 100,000. On air 7 days per week broadcasting 110 hours per week. Est. 1964; staff 45. Faculty Advisor, Harrie G. Burdan; GM, Harry R. Martin; PD, William H. Moyer; CE, R. Timothy Miller; PD, Kerry Sharps; BM, Mark H. Huff; MD, Richard D. Eney; Sports Dir., Wayne C. Sierer; Production Mgr. Mitch M. Saunders.

Allegheny College, WARC, Box 28, Allegheny College, Meadville, Pa., 16335, (814) 724-5375.

Bucknell University, WVBU-FM, Bucknell, Lewisburg, Pa., 17837, 717-524-1326. 90.5, FM, non-comm. IBS. UPI. Contemporary progressive, MOR. UPI. Enroll., 3,000; pot. aud., 10,000. On air 7 days per week broadcasting 90 hours per week. Est. 1965; staff 80. Faculty Advisor, Alan Mitchell; GM, Richard Herring; PD, Jim Vicevich; CE, Kevin Kubista; BM,

Elaine Wallos; ND, Keith Coughy; MD, Jim Morrell; Pub. Rel., Betsy Jaffe, Sports Dir. Connie Dwire, Production Mgr., Doug McCord Office Mgr., Nancy Godley.

alternative media
wxac-fm

91.3

ALBRIGHT COLLEGE

READING, PA. 19604

Bucknell University, WVBU, Bucknell University, Lewisburg, 17837, 717-524-1326. 64, CC, non-comm. UPI, IBS. Top 40, progressive UPI. Enroll., 3,000; pot. aud., 10,000. On air days per week broadcasting 135 hours per week. Est. 1950's; staff 80. Faculty Advisor, Alan Mitchell; GM, Richard Herring; PD, Kevin Phelps; CE, Kevin Kubista; BM, Elaine Wallos; ND, Keith Coughy; MD, Jim Morrell.

Bucks County Community College, WTYL Student Union Bldg., Newtown, Pa., 18940, 215-968-4261 (ext 367). CA-FM, comm. Unity Student Coalition, IBS. MOR, progressive. UPI. Earth, Zodiac. Enroll., 6,000; pot. aud., 6,000. On air 5 days per week. Est. Sept. 1967; staff 2. Faculty Advisor, Steve O'Neill; GM, Rich Scott; CE, Steve Ward; SM, Jack Walsh; BM, Dave D'Ardenne; ND, Pat McGrath; MD, Kevin Quinn; Station Mgr., Dave D'Ardenne.

WTYL

	1 time	12 times	24+ times
60 sec.	\$.65	.35	.20
20/30 sec.	.60	.30	.20
10 sec.	.35	.20	.10

WTYL Radio

Newtown, Pa.

On The Move With:

- Computerized logging systems
- New L.P.B. and Tapecaster equipment
- FM cable operation

WTYL—

Bucks Community College
Newtown, Pa. 18940

Carnegie-Mellon University, WRCT, 50 Forbes Ave., Pittsburgh, Pa., 15213, 412-621-9790 kHz, CC, AM, comm. IBS. Progressive rock. ABC. ABC Informational Network. Enroll. 5,000; pot. aud., 2,200. On air 7 days per week broadcasting 168 hours per week. Est. 1946; staff 40. Faculty Advisor, Robert W. McCurdy; GM, Edward A. Deren; PD, David S. Deutsch; C. Martin L. Bauer; SM, Eric Whelling; ND, S. Zimmerman; MD, Brad Simon; Business Mgr.,

WRCT

	1 time	7-13 times	14-27 times
60 sec.	\$2.00	1.90	1.80
30 sec.	1.50	1.43	1.35

Dickinson College, WDCV, Box 640, Carlisle, Pa., 17013, 717-249-2200. 640 kHz, AM, comm. IBS. Progressive rock, folk, jazz, classical, educational and informational. ABC. UPI. Enroll., 1,600; pot. aud., 1,000. On air 7 days per week broadcasting 133 hours per week. Est. 1961; staff 45. Faculty Advisor, Cyril Diggins and Michael Danoff; PD, Larry Kovnat; CE, Ken Baker; BM, Douglas LeRoy; ND, Margie Toy; MD, Rich Woodward; Station Mgr., Stephen J. Simpson; Sports Dir., Tom Nickols; Personnel Dir., Bruce Silverberg.

NDCV

	1-5 times	6-12 times	13-24 times
50 sec.	\$1.20	1.00	.90
30 sec.	.65	.55	.50

Drexel University, WKDU, 32 Chestnut, Philadelphia, Pa., 19104, 215-387-4800. FM, non-comm. Free format. UPI. Enroll., 10,000; pot. aud., 2 million. On air 7 days per week broadcasting 75 hours per week. Est. May 1971; staff 50. Faculty Advisor, George Wilson; GM, Daniel Hofer; PD, Jay Meyers; CE, Paul Keller; Station Mgr., Larry Pauls.

Edinboro State College, WJKB-FM, Edinboro, Pa., 16412.

East Stroudsburg State, WESS, Box 198, ESSC E. Stroudsburg, Pa., 18301, (717) 421-9833.

Elizabethtown College, WVEC, Elizabethtown, Pa. 17022

Geneva College, WGEV, Beaver Falls, Pa., 15010.

Gettysburg College WWGC, Gettysburg, Pa., 17325.

Grove City College, WSAJ, Grove City, Pa., 6127.

Lafayette College, WJRH, Easton, Pa., 18042.
Kutztown State College, WKSC, Kutztown, Pa., 19530, 683-8011.

Lehigh University, WLVR, AM-FM, Box 20, Lehigh University, Bethlehem, Pa. 18015, (215) 868-4121.

Lycoming College, WLCR, Williamsport, Pa., 17701, 326-1951, Ext 273.

Mansfield State College, WNTE, Mansfield, Pa., 16933.

Messiah College, WVMM, Grantham, Pa., 17027.

Millersville State College, WMSR, Witner Infirmary, Millersville, Pa., 17551, 717-872-5411 (ext 374). 600, CC, non-comm. IBS. Mixed top 30. UPI. Enroll., 5,000; pot. aud., 2,000. On air 7 days per week broadcasting 84 hours per week. Est. Sept. 1967; staff 70. Faculty Advisor, Marshall Anderson; GM, Don Hudak; PD, Phil Ressler; CE, Lee Schick; PD, Paula Banach; BM, Elaine Karei; ND, Tina Lebo, Larry Everett; MD, Beverly Kline.

Moravian College, WRMC, Box 21, Bethlehem, Pa., 18018, 215-868-6229. 640, CA-FM, non-comm. Free-form. Enroll., 1,500; pot. aud., 5,000. On air 3 days per week broadcasting 60 hours per week. Est. 1961; staff 40. Faculty Advisor, Mrs Beecher; GM, Dennis Somach; PD, James Baer; CE, Machen Pavelich; PD, Andy Peebles; BM, Tom Smith; MD, Bert Butz.

Muhlenberg College, WMUH, Box 10-B, Muhlenberg College, Allentown, Pa., 18104, 215-433-5957. 89.7 mhz, FM, non-comm. IBS.

Educational, progressive rock. Mutual Broadcasting System. Enroll., 1,500; pot. aud., 150,000. On air 7 days per week broadcasting 95 hours per week. Est. 1966; staff 30. Faculty Advisor, Rev. George Eichorn; GM, Robert Storch; PD, David Fricke; CE, Joseph Gebler; BM, Andrew Baker; ND, Stephen Fermier; MD, David Fricke; Sports Director, Marc Schwartz, Secretary, Susan Meyer.

Muhlenberg College, WMUH, Box 10-B Muhlenberg College, Allentown, Pa., 18104, 215-433-5957. 640 khz, CC, comm. IBS. Rock. Mutual Broadcasting System. Nat. Rep. Collegiate Advertising, Campus Media. Enroll., 1,500; pot. aud., 1,200. On air 7 days per week broadcasting 24 hours per day. Est. 1948; staff 30. Faculty Advisor, Rev. George Eichorn; GM, Robert Storch; PD, Mark Carberry; CE, Joseph Gebler; PD, Dale Van Wieran; SM, Cameron Boyd; BM, Andrew Baker; ND, Stephen Fermier; MD, Daniel Simpson.

Philadelphia Wireless Tech. Institute, WPWT, 1533 Pine St., Philadelphia, Pa., 19102, 215-546-0745. 91.7 MHZ, FM, non-comm. Easy listening and rock. Enroll., 500; pot. aud., 30,000. On air 5 days per week broadcasting 37.5 hours per week. Est. Sept. 1950; staff 1. Faculty Advisor, Mr. William Zerfing; GM, Mr. William Zerfing (f); PD, Edward Cromwell (f); CE, Mr. William Zerfing; MD, Edward Cromwell (f).

University of Pittsburgh, WPGH, 311 Schenley Hall, Pittsburgh, Pa., 15213, 412-683-1500. 820, CC, comm. Format basically lp cuts, FM style evenings. UPI. Enroll., 30,000; pot. aud., 5,000. On air 7 days per week broadcasting 24 hours per week. Est. 1961; staff 60. Faculty Advisor, Dr. Peter Longini; GM, Ed Shaffer; PD, Robin Rogoff; CE, Robert Hobercast; PD, Kathy Hirsch; SM, Jeff Pasek; BM, Jeff Pierce; ND, Ed Hollin; MD, Elliott Kanter.

WPGH

	1-25 times	52-103 times	260+ times
60 sec.	\$2.50	2.25	2.00
30 sec.	1.75	1.57	1.40

Point Park College, WPPJ, 210 Wood St., Pittsburgh, Pa., 15222, (412) 391-4100, Ext. 1515.

Saint Francis College, KSFC, Loretto, Pa., 15940.

St. Joseph's College, WSJR, 54th & City Ave., Philadelphia, Pa. 19131, 215-473-2593. 640 kh, CA-FM, AM, comm. IBS. Block including rock, top 40, pop, classical, jazz and progressive. Enroll., 7,200; pot. aud., 6,500. On air 5 days per week broadcasting 120 hours per week. Est. Sept., 1963; staff 60. Faculty Advisor, Dr. John Waldron; PD, Frank X. Bochanski; CE, Ed Boling; PD, Denise Marchini; SM, Bob Baxter; BM, Bob Baxter; ND, Frank X. Bochanski; MD, Steve Horvat; Station Coordinator, Carl Tieney.

WSJR

	1 time	40 times	80 times
5 min.	\$6.00	200.00	375.00
60 sec.	1.50	40.00	70.00
30 sec.	.80	25.00	45.00

St. Vincent College, WSVC, Latrobe, Pa., 15650.

Shippensburg State College, WSYC, Cumberland Union Bldg, SSC, Shippensburg, Pa., 17257, (717) 532-6006.

Slippery Rock State College, WNFT, College Union, Slippery Rock, Pa., 16057, 412-794-7517. 600, CC, comm. Top 40. ABC. Enroll., 5800; pot. aud., 3,800. On air 7 days per week broadcasting 119 hours per week. Est. 1962; staff 35. Faculty

Advisor, L. H. Heddleston; GM, Bill McChain; PD, Jim Brooks; CE, Chuck Landis; PD, Walt Dollman; SM, Bob Marshall; BM, Dave Lit-zinger; ND, Bill Koker; MD, Steve Coffelt; Sports, Jack O. Stram; Production, Gary Zuger; Sec., Elaine Summerhill.

WNFT

	6-12 midnight	7-10 am	10am-6pm
5 min.	\$5.00	4.25	3.50
60 sec.	1.00	.85	.70
30 sec.	.60	.50	.40

Susquehanna University, WQSU AM-FM, Selinsgrove, Pa., 17870, (717) 374-9011.

Swarthmore College, WSRN, Swarthmore, Pa., 19081.

Temple University, WRTI-FM, 13th & Norris Sts, Philadelphia, Pa. 19122, (215) 787-8495.

Thiel College, WTGP, Thiel College, Greenville, Pa., 16125, 412-588-7700. 88.1, FM, non-comm. Free-form. ABC. Enroll., 1,500. On air 7 days per week broadcasting 10 hours per week. Est. Sept. 1971; staff 35. Faculty Advisor, Dr. Edward Safford; GM, Jim Van Dongen; PD, Bob Ward; PD, Dick Jackley; BM, Jack Sable; ND, Dick Roth; MD, Bob Garrett.

Villanova University, WKVU, Villanova, Pa., 19085.

Washington and Jefferson College, WJCR-FM (Formerly WAJC-AM), Washington and Jefferson College, Washington, Pa., 15301, 412-228-2419. FM, non-comm. IBS. Anything from rock to polkas. Mutual. UPI. Enroll., 1,200; pot. aud., 30,000. On air 7 days per week broadcasting 120 hours per week. Est. Sept. 1964; staff 30. GM, Dan Britton; PD, Michael R. Johnston; CE, Dan Albi; PD, Rand Joseph; BM, Dan Gonos; ND, Randy Ober; MD, Stu Pendusdork; Director of Educational Broadcasting, Chip Swenson.

WJCR

FM

WASHINGTON
JEFFERSON
COLLEGE

Washington, Pa.
15301

Waynesburg College, WKUL, Waynesburg, Pa. 07006, 412-627-6963. CA-FM, non-comm. Progressive, soul, requests, classical, jazz, show, top 40. Enroll., 1,250; pot. aud., 10,000. On air 7 days per week broadcasting 133 hours per week. Est. November 1970; staff 25-30 plus 15 djs.

Faculty Advisor, Mr Prince; GM, John Harsey, Jerry Rutkowski; PD, Thom Bell; CE, Bill Walker; PD, Gary Olsen; BM, Tim Miller; MD, Gary Olsen.

WKUL

**The Voice of
Waynesburg**

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Music Director

WAYNESBURG COLLEGE
Waynesburg, Pa.
15370

Westchester State College, WCUR, Westchester, Pa. 19380.

Westminster College, WKPS-FM, New Wilmington, Pa., 16142.

Wilkes College, WCLH, 184 S. River, Wilkes-Barre, Pa., 18702, 717-825-7663. 90.7, FM, non-comm. BFA. Educational, public service. NPR. Enroll., 3,500; pot. aud., 350,000. On air 7 days per week broadcasting 45 hours per week. Est. Feb. 1972; staff 25. Faculty Advisor, Dr. Harold Cox, Mr. James Berg, Mr. David Decosmo; GM, John G. Margo; PD, Dave Bickel; CE, Ronald Schacht; MD, Bonnie Church; Production Director, James Kelley.

Wilson College, WLCL, Chambersburg, Pa., 17201.

York College of Pennsylvania, WYCP, York, Pa., 17408.

RHODE ISLAND

Barrington College, WBCW, Middle Highway, Barrington, R.I., 02806, 401-246-1204. 580, CC, non-comm. Top 40, gold, light rock, folk, jazz, soul. Enroll., 1,500; pot. aud., 800-1,000. On air 7 days per week broadcasting 168 hours per week. Est. Oct. 1968; staff 70. Faculty Advisor, Mr. Daniel Canete; GM, Robert Laforce; PD, Roger Spinney; CE, James Richardson; PD, Robert Laforce; BM, Tony Sousa; MD, David Sullivan; Station Mgr. Dave Ruppell.

Brown University, WBRU-FM, WBRU-AM, Box 1149, Providence, R. I., 02912, 401-272-9550. 95.5 FM: 570 AM, 20,000 watts FM, CC-AM. NAB. Progressive rock. ABC. Nat. Rep. Lifestyle '72. AP, Zodiac News, Earth News. Enroll. 5,000; pot. aud. 2 million. On air 7 days per week, 147 hours per week. Est. 1966; staff 80. GM, David Percelay; PD, Jonathan Rodman; CE, Carl Chalek; BM, Bette Schultz; ND, Jonathan Sallet.

WBRU

**Founder of the IBS is now
50,000 watts FM stereo**

Providence College, WDOM, Box 377, Providence, R. I., 02904, 401-865-2460. 91.3, FM, non-comm. NPR, Radio Canada. Education with progressive rock. UPI. Enroll., 2,800; pot. aud., 100,000. On air 7 days per week broadcasting 91 hours per week. Est. 1964; staff 35. Faculty Advisor, Roger Desautels; GM, Gary B. Alfano; CE, Edward Berberich; BM, Paul Ishkanian; ND, Raymond Gauvin; Station Mgr., H. Kirk Bozigian; Program Dir., Roger Pierce.

WDOM

LISTEN AND LEARN

91.3FM

PROVIDENCE COLLEGE
(401) 865-2460

University of Rhode Island, WRIU, Memorial Union, U.R.I., Kingston, R.I., 02881, (401) 792-2398.

SOUTH CAROLINA

Clemson University, WSBF-FM, Clemson South Carolina, 29632.

Erskine College, WARP-FM, P.O. Box 959, Due West, S.C., 29639, 803-379-8818. 91.7, FM. Progressive. Enroll., 900; pot. aud., 1,200. On air 7 days per week broadcasting 86 hours per week. Est. Dec. 1968; staff 40. Faculty Advisor, Dr. James Wilkerson; GM, Richard Coyle; PD, Jon Womack; CE, Chip Rheinhart; BM, Sandra Hedrick; ND, Linda Dabney; MD, Jim Weems.

Furman University, WFRN, Greenville, South Carolina, 29613.

University of South Carolina, WUSC-FM, Columbia, South Carolina, 29208.

Winthrop College, WCRO, Rock Hill, S.C., 29730, 803-328-5321. 640, CC. Top 40, folk, MOR. Enroll., 3,500; pot. aud., 3,000. On air 7 days per week broadcasting 58 hours per week. Est. Mar 1961; staff 15. Faculty Advisor, Roy Flynn; GM, Buddy Fields; PD, Martha Henry; CE, Tom Bender; MD, Gail Hamiter; Student Mgr., Debbie Cooke.

SOUTH DAKOTA

Sioux Falls College, KCFS, Sioux Falls, South Dakota, 57101, 336-2850, Ext. 200.

South Dakota School of Mines & Technology, KTEQ, Rapid City, S.D., 57701.

TENNESSEE

Freed-Hardeman College, WFHC-FM, Henderson, Tenn., 38340.

Memphis State University, WTGR, Speech & Drama Dept., Memphis State University, Memphis, Tenn., 38111, (901) 321-1579.

TENNESSEE

The University of Tennessee, WUOT, 232 Conn. & Ext., Knoxville, Tenn., 37916, 615-974-5375. 91.9, FM, non-comm. TAB, NAB, NAFMB, SECA, NAEB, NER, NPR. Classical and talk. NPR. Enroll., 26,000; pot. aud., 900,000. On air 7 days per week broadcasting 126 hours per week. Est. October 1949; staff 10 full time. GM, Raymond Shirley; PD, Norris Dryer; CE, Joseph Chasteen; PD, Denise Lineback; Producer, Larry Taylor.

Tennessee Technological University, WTTU, Box 5113, Cookeville, Tenn., 38501, 615-528-4144. 88.5, FM, non-comm. Enroll., 6,500; pot. aud., 15,000. On air 7 days per week broadcasting 63 hours per week. Est. May 1972; staff 6. Faculty Advisor, Donald W. Caldwell; GM, Donald W. Caldwell (f); CE, Ransom W. Siler; ND, Larry Taft; MD, Jean White.

Tennessee Temple College, WDYN-FM, Tenn. Temple, Chattanooga, Tenn., 37404, 615-698-5202. 89.7, FM, non-comm. Tenn. Assoc. of Broadcasters. Religiously oriented. Enroll., 2,200; pot. aud., 500,000. On air 7 days per week broadcasting 126 hours per week. Est. May 1968; staff, 3 fulltime and 30 students. Faculty Advisor, Dr. David Lockery; GM, Mrs. Sharon Reesor; PD, Mr Douglas Schriener; CE, Mr Gene Landau; BM, Mr. Ray Marler; MD, Mr. Douglas Schriener.

Trevecca Nazarene College, WNAZ-FM, 333 Murfreesboro Rd Nashville, Tenn., 37210, 615-244-6000 (ext 209). 88.9, FM, non-comm. IBS. Progressive MOR primary, also gospel and educational. ABC. Enroll., 750; pot. aud., 450,000. On air 6 days per week broadcasting 46 hours per week. Est. 1967; staff 13. Faculty Advisor, Gary Coulter; GM, Ted Johnson; PD, John Morrow. CE, Wayne Callager; PD, Janice Godwin; ND Ron Gabriel; MD, Eve Martin; Public Affairs: Dir., Terry Turner; Chief Announcer, Mat Jensen.

Tusculum College, WTPL, Box 683, Tusculum College, Greeneville, Tn., 37743, 639-8959.

Vanderbilt University, WRVU, Box 952, Sta. B, Nashville, Tenn., 322-7424.

TEXAS

Abilene Christian College, KACC, Abilene Texas, 79601.

Baylor University, KWBU-FM, Waco, Texas 76703. (817) 755-1511. 107.1 MHz, FM, Non-comm.

University of Houston, KUHF, 3801 Cullen Blvd, Houston, Tx., 77004, (712) 748-6600, Ext. 1100.

Lamar State College, KLSC, Beaumont, Texas, 77705.

North Texas State University, KNTU-FM, Box 5008, NTSU, Denton, Texas, 76203, 817-788-2502. 88.5, FM, non-comm. NPR. Contemporary young adult. NPR. UPI. Enroll., 17,000; pot. aud., 30,000. On air 7 days per week broadcasting 123 hours per week. Est. Nov. 1969; staff 4. Faculty Advisor, Paul Potter; GM, Paul Potter (f); PD, Doug Adams; CE, Gary Brown (f); PD, Mary Muhl; BM, Jim Hennigan; ND, Art Hackett; MD, Doug Adams.

Rice University, KTRU, Houston, Texas, 77001.

Southern Methodist University, KSMU, Box 1274, SMU, Dallas, Texas, 75222, 363-7711.

University of Texas, KTEP-FM, El Paso, Texas, 79999.

Texas A&I University, KH 2271, Station 1, Texas A&I, Kingsville 78363, 512-595-2111 (ext 807). 91.9, FM, APBE. Free form, educational programs. Enroll., 8,000; pot. aud., 3,000. On air 5 days per week broadcasting 60 hours per week. Est. February 1970; staff 10. Faculty Advisor, Stephen F. Hofer.

Wayland Baptist College, KHBL-FM, Plainview, Texas, 97072.

UTAH

Brigham Young University, KBYU-FM, HFAC, Provo, Utah, 84601, 801-374-9707. 88.9, FM, non-comm. Public broadcasting format. NPR, UPI Audio. UPI. Enroll., 25,000; pot. aud., 915,000. On air 7 days per week broadcasting 116 hours per week. Est. 1958; staff 10. GM, Lee Stott; PD, Lee Stott; CE, Ralph Silver; PD, Lee Scanlon; ND, Bill Nichols; ND, Dave Koralewski.

University of Utah, KUER, 116 Kingsbury Hall, Salt Lake, Utah, 84112, 801-581-6625. 90.1, AM, non-comm. NPR, NAEB, UBA. Education, rock, jazz, classical, public affairs. NPR. UPI. Enroll., 25,000; pot. aud., 500,000. On air 6 days per week broadcasting 84 hours per week. Est. June 1960; staff 20. Faculty Advisor, Dr. Boyer Jarvis; GM, Dr. Rex Campbell (f); PD, Mr Gene Pack (f); CE, Don Smith; ND, Glen Brady; MD, Popular—Cal North, Classical—Gene Pack.

Utah State University, KUSU-FM, R-TV Dept., Utah State Univ., Logan, Ut., 84321, (801) 752-4100, ext. 7773.

Weber State College, KWCR-FM, Ogden, Utah, 84403, 399-5941, ext. 497.

VERMONT

Johnson State College, WJSC, Johnson, Vt., 05656.

Lyndon State College, WSAC, Lyndonville, Vermont, 05851.

Norwich University, WNUB, Northfield, Vt., 05663.

St. Michaels College, WSSE, Winooski Park, Vt., 05404.

University of Vermont, WRUV-AM, Pomeroy Annex, Burlington, Vt., 05401, 802-656-3220. 580 kHz, CC, comm. IBS, Vermont Association of Broadcasters. Current rock. ABC Entertainment. ABC. Enroll., 7,500; pot. aud., 3,500. On air 7 days per week broadcasting 168 hours per week. Est. 1954; staff 50. Faculty Advisor, Dr. W. J. Howell; GM, Jeffrey Cohn; PD, Robert Resnik; CE, Albert Weilcart; PD, Timothy Lewis; SM, Alan King; BM, Bonnie Bradney; MD, Donald Adler.

VIRGINIA

Blue Ridge Comm. College, WBCC, Box 80, Weyers Cave, Virginia, 24486.

Bridgewater College, WGMB, Box 132, Bridgewater, Va., 22812, 703-828-3600. 1200 KC, AM, non-comm. Rock. Affiliation, WMOD, Washington, D.C. Enroll., 900; pot. aud., 1,000. On air 7 days per week broadcasting 168 hours per week. Est. Sept. 1967; staff 15. Faculty Advisor, Abraham Evans; CE, Bob Graham.

Eastern Mennonite, WEMC, Astral Hall, Harrisonburg, Va., 22801, 703-433-2771. 91.7 mhz, FM, non-comm. Religious, classical, educational. On air 7 days per week broadcasting 125 hours per week. Est. 1954; staff 25. GM, Terry A. Cowan (f); PD and CE, Terry Cowan (f); MD, Amos Burkholder (f).

Emory and Henry College, WLRC, Emory, Va., 24327.

Hampton Institute, WHOV-FM, Hampton, Va., 23368.

Madison College, WMRA, Box M-58, Harrisonburg, Va., 22801, 703-433-6221. 91.1 FM, FM, non-comm. NPR, NER. 50-50, public programming and progressive. Tape Affiliate NPR. AP. Enroll., 5,000; pot. aud., 10,000. On air 7 days per week broadcasting 88 hours per week. Est. June 1969; staff 35. Faculty Advisor, John P. Mueller and Gerald Haskins; GM, Gerald Haskins (f); PD, John P. Mueller (f); CE, Berlin Zirk; PD, John P. Muller (f); BM, Catherine Lutz; ND, Pat Ford; MD, Anthony Segraves; Public Programming coordinator, Claire Archibald.

WMRA

"Public Radio In Harrisonburg"

Box M-58 Harrisonburg, Va.
Madison College 433-6221

Oscar Smith High School, WFOS, 2500 Rodgers, Chesa, Va., 23324, 703-543-3538. 90.5, FM, non-comm. U. of Va. Tape Network. MOR, Educational programs and public affairs. Enroll., 1,200; pot. aud., 25,000. On air 5 days per week broadcasting 30 hours per week. Est. May 1955; staff 12. Faculty Advisor, Mr. Thane S. Garrison and Robert Hornick; GM, Preston Best; PD, Bill Benton; CE, Jim Bank; PD, Floyd Pilley; ND, Steve Edwards; MD, Bill Benton.

Randolph-Macon Woman's College, WWRM, Lynchburg, Va., 24504.

University of Richmond, WCRC, Box 85, Richmond, Va., 23173.

Union Theological Seminary, WRFK-FM, 3401 Brook Rd., Richmond, Va., 23227, 703-355-0671. 106.5, FM, non-comm. NPR, Eastern Public Radio, SECA. Classical music, public affairs, religion. NPR. Pot. aud., 500,000. On air 6 days per week broadcasting 72 hours per week. Est. 1957; staff 8. Faculty Advisor, Dr. Robert F. Kirkpatrick; GM, Peter Darg; PD, Cheryl Patteson; CE, Sam Straus; ND, Cheryl Patteson.

University of Virginia, WUVA, Emmet P.O., Charlottesville, Va., 22903, 703-296-4640. 640, CC, CA-FM, comm. IBS. Progressive Rock. Nat. Rep. Campus Media. UPI, Earth News. Enroll., 13,000; pot. aud., 75,000. On air 7 days per week broadcasting 140 hours per week. Est. 1947; staff 60. GM, Michael Ward; PD, John Baxa; CE, John Petro; PD, Gilbert Butler; BM, Michael Mares; ND, Brad Face; MD, Fick Fowler.

WUVA

	1 time	126 times	251 times
5 min.	\$2.55	1.95	1.80
60 sec.	2.20	1.45	1.25
30 sec.	1.70	1.10	.95

Central Virginia's Stereo
Progressive Music Voice

WUVA

640 AM

89.0 Cable FM Stereo

"The Sound of Tomorrow
—Now"

Washington & Lee University, WLUR, Box 1153, Lexington, Va., 24450, 703-463-2869. 91.5, FM, non-comm. NAEB, SERN. Educational, varied. SERN. AP. Enroll., 1,500; pot. aud., 10,000. On air 7 days per week broadcasting 100 hours per week. Est. 1967, staff 25-50. Faculty Advisor, R. H. MacDonald; GM, R. H. MacDonald (f); PD, Tom Mattesky; CE, Chet Burgess; PD, Kirk Kirkpatrick; ND, John Kessling; MD, John Zamoiski; Station Manager, Jay Denny.

William & Mary, WCWM, College of W & M, Williamsburg, Va., 23185, (703) 229-3000, ext 275.

WASHINGTON

Central Washington State College, KCWS, Central Wash. St. College, Ellensburg, Wash., 98926, 509-963-2311. 880, CC, comm. Top 50, some soul, progressive, jazz, and folk. UPI, College News Service. Enroll., 6,800; pot. aud., 3,500. On air 7 days per week broadcasting 82 hours per week. Est. Sept. 68; staff 27. Faculty Advisor, Roger Reynolds; GM, Tim A. Greer; PD, Jim Bach; CE, Bill Watson; PD, T. Greer; SM, Mike Marohn; BM, Loretta Welty; ND, Bruce Heyduck; MD, Jim Bach.

KCWS

	1 time	13-44 times	45-99 times
5 min.	\$2.70		
60 sec.	1.80	1.65	1.30
30 sec.	1.35	1.25	.95

Eastern Washington State College, KEWC, Cheney, Wash., 99004.

Lower Columbia College, KLVR, 1600 Maple St., Longview, Wash., 98632, 206-425-6500. 90.5, FM, non-comm. Progressive, top 40, classical and public mix. Enroll., 2,300; pot. aud., 25,000. On air 6 days per week broadcasting 65 hours per week. Est. 1972; staff 10. Faculty Advisor, John Diehnell; GM, Lawrence Carasco; PD, Lawrence Carasco; CE, John Diehnell; MD, Lawrence Carasco.

Newport School District 56-415, URSA Broadcasting Project. P.O. Box 68, Newport, Wash., 99156, 509-447-3412. 91.5 MHz, FM Non-comm. Washington Association of Broadcasters (pending CP) Educational Entertainment. Enroll., 350; Pot. aud. 6000. On air 5 days per week, 30 hours per week. Staff 20. Faculty Advisor: Larry Shaw; GM, Jerry Sherman (s); PD, Rick Sherman; CE, Bill Ford (s); PD, Mike Quick; BM, Louis Musso; ND, Jim Zimmer; MD, Lynn Endicott; Continuity, Pamela Larson.

Northwest College, KNCC-FM, Kirkland, Wash., 98033.

Seattle Pacific College, KSSR, Seattle, Wash., 98119.

University of Puget Sound, KUPS, Tacoma, Wash., 98416.

Walla Walla, KYTS, College Place, WA., 99324, 509-527-2454 91.3 FM, Non-comm. Format: Classical, Sacred, Talk. AP. Enroll., 1850; Pot. aud. 45,000. On air 7 days per week, 76 hours per week. Est. 1963; staff, 20. Faculty Advisor: Loren Dickinson; GM, Loren Dickinson (f); PD, David Schwantes; CE, Ted Duncan; ND, Luurt Niewanhuys; MD, Frank Howard.

Washington State University, KUGR, Murrow Com. Center, Pullman, WA., 99163, 509-335-5042. 67.0-76.0 CC, AM. Top 40 daily Progressive Rock daily. Campus Media. UPI. Enroll., 14,500; Pot. aud. 18,000. On air 7 days per week, 133 hours per week. Est. September, 1952; staff, 73. Faculty Advisor: Val Limburg; GM, Sharon Hastings; PD, Ron Carolus; CE, Gil Gilderma (f); PD, Tim Smithers; SM, Larry Green & Gordon Bryson; BM, Val Limburg (f); ND, Dick Warsinske; MD, Mike Makela & John Watson; Traffic, Mary Causgrove; Continuity, Barry Wick; Production, Gary O'Mary.

WEST VIRGINIA

Alderson-Broadus College, WCAB, Philippi, W. Va., 26416.

Davis and Elkins College, WCDE, Elkins, West Va., 26241.

Glenville State College, WGSC Radio, Box 47, Glenville, W.V., 26351, 304-462-7361 Ext. 224. 640 CC, Comm. IBS. Top 40, Albums, Free form. Campus Media, Inc. Local Enroll., 1,500; Pot. aud. 3,000. On air 7 days per week, 69 hours per week. Est. August, 1969; staff, 15. Faculty Advisor: Ralph J. Bange; GM, Lee Harbert; PD, Phil Duncan; CE, George Dudding; SM, Judy Shreve; BM, Dennis Lively; ND, Barbera Groves; MD, Marlene Gregory.

WGSC

	1 time	45 times	80 times
60 sec.	\$1.25	.65	.45
30 sec.	.90	.50	.40

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in West Virginia without a major
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Box 47
Glenville, W.V. 26351
Telephone (304) 462-7361
ext. 266 or 224

Salem College, WVSC Radio, Salem College, Salem, W.V., 26426, 304-782-5441. 560 Khz CC, Comm. IBS, Iota Beta Sigma. Progressive Rock. ABC—Contemporary News Net. Enroll., 1500; Pot. aud. 900. On air 7 days per week, 131 hours per week. Est. January 1971; staff 65. Faculty Advisor: L. Mark Mills; GM, Anthony Rizza; PD, Jack Horvath; PD, Becky Wisenan; SM, John Kane; BM, Louie Stom; ND, Duane Peters; MD, Jerry Carrol.

West Virginia Wesleyan College, WVWC-FM, Buckhannon, West Va., 26201.

WISCONSIN

Beloit College, WBCR-FM, Beloit, Wisc., 53511, (608) 365-4160.

Carroll College, WEEZ-690 AM, 100 N. East Ave., Waukesha, Wis., 53186, 414-543-1645. 690 Khz CC, Comm. IBS. Varied UPI. Enroll., 1300; Pot. aud. 900-1000. On air 7 days per week, 125 hours per week. Est. March, 1968; staff 44. GM, Charles Causier; PD, Ernest Ulrich Franzen; CE, John Pultocak; PD, Suzanne Clifford; SM, Wes Jaros; BM, Jennifer Johnston; ND, Scott Stieber; MD, Joe Whiten, Cathy Carlson.

	1 time	7 times	14 times
15 min.	\$4.00	-----	-----
60 sec.	1.75	10.50	-----
30 sec.	1.75	-----	12.50

Lakeland College, WVLC, P.O. Box 716, Sheboygan, Wis., 53081, 414-565-2011, Ext. 591. 640 KHz CC, Non-commercial. Format: Top 40. On campus only, no national services. Enroll., 600; Pot. aud. 550. On air 7 days per week, 35 hours per week. Est. March, 1972. GM, Mark Stefancic PDS, Stan Zoller, Steve Peterson; CE, Rob Jacobson (s).

Lawrence University of Wisconsin, WCHT (formerly WLFM-AM), 115 N. Park Ave., Appleton, Wis., 54911, 414-739-3681 Ext. 527. 580 kc CC, Comm. IBS. Progressive. UPI. Enroll., 1500; Pot. aud. 1100. On air 7 days per week, 168 hours per week. Est. 1966; staff, 40. Faculty Advisor: Larry E. Page; GM, Martha Brengle; CE, Larry Page; SM, James Sensenbach.

WCHT

	1 time	14 times
60 sec.	\$1.75	1.50
30 sec.	1.25	.90

Lawrence University of Wisconsin, WLFM (FM), 115 N. Park Ave., Appleton, Wis., 54911, 414-739-3681 ext 525. 91.1 mhz, non-comm. NAEB, NER. Classical, educational features. NPR (tapes) UPI. Enroll., 1500; Pot. aud. 500,000. On air 7 days per week, 74 hours per week. Est. March, 1956; staff, 50. Faculty Advisor: Larry E. Page (Director of Broadcasting); GM, Eric Buchter; PD, Jeff Kara; CE, Larry Page (f); PD, Brigid Finuacane; OM, Ilene Isenberg; ND, Rick Zimman; MD, Gilbert Bond; Sports Director, Bruce Carlsen & Rick McKay (co-directors).

Marquette University, WMUR, Milwaukee, Wisc., 53233.

Milton College, WMDF, Milton, Wisc., 53563.

Ripon College, WRPN, Ripon, Wisc., 54971.

Stout State University, WVSS, Menomonie, Wisc., 54715.

University of Wisconsin-Eau Claire, WSUR, Eau Claire, Wis., 54729, 715-836-4170. 600 CC, Comm. IBS, APBE. Contemporary. Collegiate Advertising Representatives, Inc. UPI. Enroll., 9,000; Pot. aud. 3,500. On air 7 days per week, 60 hours per week. Est. 1962; staff 40. Faculty Advisor: Dr. Robert L. Bailey; GM, Gary Vaillencourt (s); PD, Ken Loomis (s); PD,

George Milbrath (s); SM, Terry Hendrickson (s); BM, Sue Woodward (s); ND, Niels Jensen (s); MD, William Snyder (s).

WSUR

	1 time	41 times	81 times
5 min.	\$2.75	2.00	-----
60 sec.	2.00	1.70	1.50
30 sec.	1.30	1.11	.98

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Phone 715-836-4170

University of Wisconsin, WWSP, 2100 Main, Stevens Point, Wis., 54481, 715-346-2696. 89.9 FM, Non-comm. IBS, NAEB, NER, NPR, Educational, public affairs—music rock, progressive, blues. AP. Enroll., 9,500; Pot. aud. 25,000. On air 7 days per week, 82 hours per week. Est. Sept., 1968; staff, 40-50. Faculty Advisor: F. Gerald Fritz; GM, Tim Donovan (student); PD, Andrew Nelson (student); CE, Rick Westenberg (student); PD, Ann Galganaitis (student); ND, Nancy Haka (student); MD, Renee Gendron; Continuity Dir, Betty Eckardt (student); Production Dir. John Godec.

University of Wisconsin-Whitewater, WSUW (FM), 301 Hyer Hall, Whitewater, Wisc., 53190, 414-472-1312. 91.7 FM Non-comm. NER. Format: Adult MOR, Public Affairs, Soul, Rock. NPR Tape. UPI. Enroll., 9,000; Pot. aud. 50,000. On air 7 days per week, 100 hours per week. Est. 1965; staff, 35. Faculty Advisor: Ray Carroll; GM, Ray Carroll (f); PD, Stan Milam; CE, Clifford Groth (s); PD, Tim Fixmer; ND, Ken Sajdak; MD, Dick Clayton; Sports Director, Randy Radtke; Production Dir, Jim Abraham.

University of Wisconsin at Madison, WSRM, B-22 Ogg Hall, Madison, Wis., 53706, 608-262-0396. 990 Khz CC, Comm. Rock. ABC. Enroll., 38,000; Pot. aud. 3,500. On air 7 days per week, 154 hours per week. Est. 1967; staff 45. GM, Louise Hellwig; PD, Gary Bond; CE, Ken Haima; BM, Shelley Falik; MD, Bruce Ravid.

WSRM

	1 time	14 times	28 times
60 sec.	\$3.00	2.50	2.00
30 sec.	1.80	-----	1.30

WYOMING

University of Wyoming, KUWR, Box 3661, Laramie, Wyo., 82070, 307-766-5155. 91.5 FM FM, non-comm. Format: Educational. UPI. Enroll., 8700; Pot. aud. 23000. On air 7 days per week, 96 hours per week. Est. Sept. 1966; staff, 40. Faculty Advisor: Mr. John McMullen; GM, Fred N. Leemhuis; PD, Gordon L. Pirie; CE, Robert R. Rule; PD, John Ballotti; BM, John Klecker; ND, Jay Palm; MD, Rick Barry; Sports, Dan Kirkbride; Secretary, Lane Reynolds.

AUSTRALIA

Australian National University, ANU, Canberra, Australia.

CANADA

University of Alberta, UACR, Calgary, Alberta, Canada.

McGILL University, CFRM, 3480 McTavish St., Montreal, Quebec, Canada, 392-8931.

University of New Brunswick, CHSR, Box 1025, Fredericton, CA., 506-475-7492. 700 CC, Comm. Atlantic Ass. University Broadcasters (AAUB). Top 40 & Progressive. Broadcast news & Broadcast News Voice. Enroll., 8000; Pot. aud. 5000. On air 7 days per week, 135 hours per week. Est. 1961; staff, 60. SM, F. M. Inman; PD, Peter Downie; CE, Phillip Shedd; PD M. Shouldice; SM, R. Fisher; BM, H.A. Calder; ND, Kevin

CHSR

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**The Tri-Campus Sound
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UNB-NBTC-STU**

McGowan; MD, P. Chackas; Station Director, W. G. Akerley.

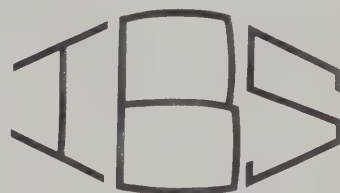
Queen's University, CFRC, Queen's Univ., Kingston, Ont., Canada, (613) 547-6677.

Ryerson Polytechnical Institute, CJRT-FM, 50 Gould St., Toronto, Ontario, Canada, 595-5281.

University of Saskatchewan, CJUS-FM, Memorial Union Bldg., Saskatchewan, Canada, (306) 343-3747.

University of New Brunswick, CHSR, Box 1025, Fredericton, N.B., Canada, 475-7492.

University of Toronto, 91 St. George St., Toronto 5, Ontario, Canada, (416) 964-1444.



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DIRECTORY OF ASSOCIATIONS, FRATERNITIES, & SOCIETIES

ALPHA EPSILON RHO (national honorary radio TV fraternity). Dept. of Communications, Washington St. Univ., Pullman, Wash. 99163.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES, 200 Park Ave., New York, N.Y. 10017.

AMERICAN MARKETING ASSOCIATION, 230 N. Michigan Ave., Chicago, Ill. 60601.

AMERICAN METEOROLOGICAL SOCIETY, 45 Beacon St., Boston, Mass. 02108.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS & PUBLISHERS, 575 Madison Ave., New York, N.Y. 10022.

AMERICAN WOMEN IN RADIO & TELEVISION INC., 75 E. 55th St., New York, N.Y. 10022.

ASSOCIATION OF NATIONAL ADVERTISERS INC., 155 E. 44th St., New York, N.Y. 10017.

ASSOCIATION FOR PROFESSIONAL BROADCASTING EDUCATION, 1771 N St. N.W., Washington, D.C. 20036.

BROADCASTERS PROMOTION ASSOCIATION, 1812 Hempstead Rd., Lancaster, Pa. 17601.

BROADCAST MUSIC INC., 589 Fifth Ave., New York, N.Y. 10017.

BROADCAST PIONEERS, 589 Fifth Ave., New York, N.Y. 10017.

CORPORATION FOR PUBLIC BROADCASTING, 1345 Avenues of the Americas, New York, N.Y. 10019.

COUNTRY MUSIC ASSOCIATION, 700 16th Ave., So. Nashville, Tenn. 37203.

DIVISION OF BROADCAST JOURNALISM OF THE ASSOCIATION FOR EDUCATION IN JOURNALISM, School of Journalism, Univ. of Georgia, Athens, Ga. 30601.

FEDERAL COMMUNICATIONS BAR ASSOCIATION, 815 Connecticut Ave. N.W., Washington, D.C. 20006.

INSTITUTE FOR EDUCATION BY RADIO-TELEVISION, Ohio State Univ., 2470 N. Star Rd., Columbus, Ohio 43221.

INSTITUTE OF ELECTRICAL AND ELECTRONICS ENGINEERS INC., 345 E. 47th St., New York, N.Y. 10017.

INTERCOLLEGIATE BROADCASTING SYSTEM, INC., Solvay, N.Y. 13219. (See directory of IBS).

INTERNATIONAL BROADCASTERS SOCIETY, 22 E. 42nd St., New York, N.Y. 10017.

INTERNATIONAL RADIO & TELEVISION FOUNDATION, 420 Lexington Ave., New York, N.Y. 10017.

INTERNATIONAL RADIO & TELEVISION SOCIETY, 421 Lexington Ave., New York, N.Y. 10017.

IOTA BETA SIGMA, (national honorary broadcasting fraternity). (See directory of IBS).

NATIONAL ASSOCIATION OF BROADCASTERS, 1771 N St. N.W., Washington, D.C. 20036.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS, 1346 Connecticut Ave. N.W., Washington, D.C. 20036.

NATIONAL ASSOCIATION OF FM BROADCASTERS, 665 Fifth Ave., New York, N.Y. 10022.

NATIONAL ASSOCIATION OF TELEVISION AND RADIO ANNOUNCERS, 850 Seventh Ave., New York, N.Y. 10019.

NATIONAL BETTER BUSINESS BUREAU, 230 Park Ave., New York, N.Y. 10017.

NATIONAL BROADCASTERS CLUB, 1737 DeSales St. N.W., Washington, D.C. 20036.

NATIONAL CABLE TELEVISION ASSOCIATION, 1634 Eye St. N.W., Washington, D.C. 20006.

NATIONAL EDUCATION ASSOCIATION, 1201 16th St. N.W., Washington, D.C. 20036.

NATIONAL FEDERATION OF ADVERTISING AGENCIES, 5410 Wilshire Blvd., Los Angeles, Calif.

NATIONAL RELIGIOUS BROADCASTERS, Box 308, Madison, N.J. 07940.

PUBLIC RELATIONS SOCIETY OF AMERICA INC., 845 Third Ave., New York, N.Y. 10022.

RADIO ADVERTISING BUREAU, 116 E. 55th St., New York, N.Y. 10022.

RADIO FREE EUROPE, 1 English Garden, 8 Munich 22, Germany. Also, 2 Park Ave., New York, N.Y. 10016.

RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION, c/o Time-Life Broadcasting, Washington, D.C.

SIGMA DELTA CHI (professional journalism society), 35 E. Wacker Dr., Chicago, Ill. 60601.

SOCIETY OF BROADCAST ENGINEERS INC., P.O. Box 1124, Binghamton, N.Y. 13902.

TELEVISION BUREAU OF ADVERTISING, 1 Rockefeller Plaza, New York, N.Y. 10020.

TELEVISION INFORMATION OFFICE (National Association of Broadcasters), 745 Fifth Ave., New York, N.Y. 10022.

ENGINEERING

By **LUDWELL SILBEY**
Engineering Editor

The tightness of most college radio engineering budgets makes careful shopping necessary when building a station. The following dealers may have some useful buys, particularly in used equipment. Dealings with some have been successful, while little is known about others.

Broadcast Equipment & Supplies

Boynnton Studio, Inc.
118 Brook St.
Scarsdale, NY 10538

The Maze Corporation
P.O. Box 6636
Birmingham, AL 35210

Richard V. Haskey, Inc.
267 S. Laurel St.
Ventura, CA

Broadcast Equipment & Supply Co.
Box 3141
Memphis, TN 37620

Royce International
5475 Canyon Crest Drive
Suite 20
Riverside, CA 92507

Broadcast Equipment Sales
Bristol, WV

Multi-Media Engineering, Inc.
2383 Lewis Ave.
Rockville, MD 20851

Telephone Equipment
Bohnsack Equipment Co., Inc.
Box 218
Germantown, NY 12526

Test Equipment

Tucker Electronics Co.
Box 668
(9110 Independence Ave.)
Chatsworth, CA 91311

R. E. Goodheart Co., Inc.
Box 1220GC
Beverly Hills, CA 90213

Baynton Electronics Corp.
2709 N. Broad St.
Philadelphia, PA 19132

General

Surplus Center
Box 82209
(1000 W. O Street)
Lincoln, NB 68501

Poly Paks
Box 942
South Lynnfield, MS 01940

Replacement Pole Pieces for Magrecorder Heads

Minneapolis Magnetics, Inc.
8125 Pleasant Ave., South
Minneapolis, MN 55420

Feedlines (Helix, etc.)

Sierra Western Electric Co.
Box 23872
Oakland, CA 94623

The broadcast equipment makers (Gates, RCA, CCA, Collins, etc.) generally sell used transmitters and studio gear, and can furnish a list of available offerings.

Many test equipment leasing firms also sell used gear. For example, the Leasametric catalog (Dynamic/Leasametric Inc., 822 Airport Blvd., Burlingame, (Continued next page)

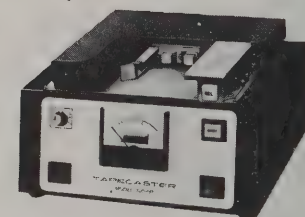
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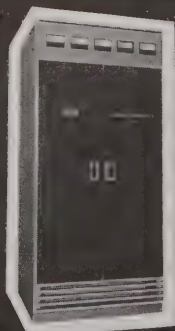
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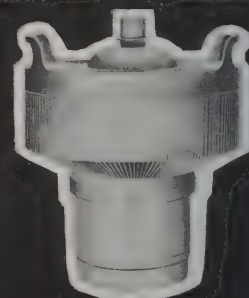
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Engineering

Continued from preceding page)

A 90410) contains substantial listings of this type.

One source of free (!) equipment and parts is the Western Electric College Gifts Program. Intended specifically for engineering and science schools, it presently provides catalogs of surplus Western Electric items to 800 departments at 650 schools. The equipment to be distributed is limited, and only about five schools have been added in the past 1/2 years.

Because of the supply-and-demand situation, no miracles are likely. One favorable experience with the plan was at CSB-FM, which once obtained a collection of resistors, capacitors, connectors, and other useful items. Another station managed to locate a cartridge tape machine on the "available" list, and received it.

For direct contact with the local engineering or physics department will reveal if your school is on the plan. If the laws a blank, a check with John A. Alderman, Room 1626, Western Electric Co., 195 Broadway, New York, NY

(212-571-2649) will reveal if your school is enrolled.

The existing *Master Handbook* information on this program (59, 60, January 1968) is still current.

A source of near-free equipment of all types is "educational surplus." Excess stocks of military and government equipment are distributed at extremely low prices to qualified educational institutions. Some college stations, particularly those with FM licenses held by the school, have obtained very valuable deals this way. (Some select examples: an H-P 400D meter for \$4.50, a TV-7 tube tester for \$7.50, 2700 feet of RG-217 coax for \$50, 5000 feet of 12-pair telephone cable for \$70, a PE-75 gasoline generator for \$25, repairable 564-type telephone sets for \$0.75.) These were the result of looking through great amounts of unusable gear, however.

The equipment is sold by "state surplus" — in California, by the California State Agency for Surplus Property. It, and similarly-named agencies in other states, operate warehouses where the equipment is displayed. The condition of the offerings varies from "N-1" (brand new) to "S" (scrap). The surplus centers occasionally even hold penny-a-pound sales. Everything is on a first-come-first-serve basis, but transportation can be arranged for heavy or bulky items.

To find out more about this program, a first contact would be with the school's purchasing or property departments.

Automatic Telephone Number Directory

The following are telephone numbers for calling to get automatic answering device recording for use on newscasts. When calling, have the tape rolling. If other numbers are known to our readers, please send them to JCR for inclusion in the 1973 ANNUAL.

National Association of Broadcasters, 202-223-2802 (hard news weekdays, interviews weekends).

Chamber of Commerce of the U.S., 202-872-1313 (changes 9:30 a.m. Monday thru Friday).

Leagues of Women Voters of the U.S., 202-296-0218 (Wednesday noon to Friday 9 a.m.).

National Education Association, 202-833-7858.

NEA, California, 415-692-2518.
NEA, Southern California, 213-482-1230.
NEA, Colorado, 303-771-0330.
NEA, Florida, 904-224-6611.
NEA, Georgia, 404-523-5848.
NEA, Illinois, 312-654-3585.
NEA, Indiana, 317-634-1515.
NEA, Maine, 207-622-7307.
NEA, Massachusetts, 617-227-9085.
NEA, Minnesota, 612-338-2283.
NEA, New York, 212-489-1566.
NEA, Ohio, 614-228-1094.
NEA, Oregon, 503-639-7752.
NEA, Texas, 512-477-7615.
NEA, Washington, 206-622-2150.
Republican National Committee, 202-821-2600.
Democratic National Committee, 202-333-8260.
Democratic National Committee (Black Voices), 202-333-0017.
Department of Defense, 202-695-6201.
Department of Commerce, 202-967-2222.
Department of Labor, 202-961-3081.
Department of Agriculture, 202-388-7351.
Department of Transportation, 202-426-1921.
Environmental Protection Agency, 202-443-4465.
Federal Aviation Agency, 202-426-3880.
Food and Drug Administration, 202-443-3324.
Department of Health, Education & Welfare, 202-962-8882.
Department of Housing and Urban Development, 202-755-7395.
Office of Economic Opportunity, 202-296-7630.
Price Commission, 202-254-8800.
Red Cross Disaster, 202-857-3386.

REK-O-KUT

S-320 TONE ARM

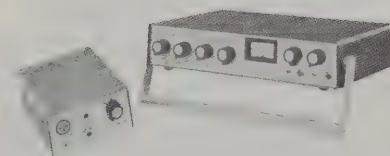
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DIRECTORY OF MUSIC INDUSTRY

This directory was compiled from questionnaires sent to the various record companies and also, from past questionnaires (if the company did not respond to the latest survey). Because of the use of old surveys, some of the information is out-of-date.

The directory is listed as follows: Name of company, address, telephone, name of person in charge of college radio station service, and labels distributed by company.

ABC Dunhill 8255 Beverly Blvd., Los Angeles, CA 90048. (212) 581-7777. Milton Wallach
A&M Records, 1416 N. La Brea Ave., Hollywood, CA 90028 (213) 469-2411. Andrew Meyer A&M ODE.
Abnak Records, 825 Olive St., Dallas TX. Alston, (See Atlantic)
Astro, (See Bang)
Asylum, (See Atlantic)
ATCO, (See Atlantic)
Atlantic Recording Corp., 1841 Broadway, New York, NY. 10023 (212) 757-6306. Gunter Hauer. Atlantic, ATCO, Cotillion,

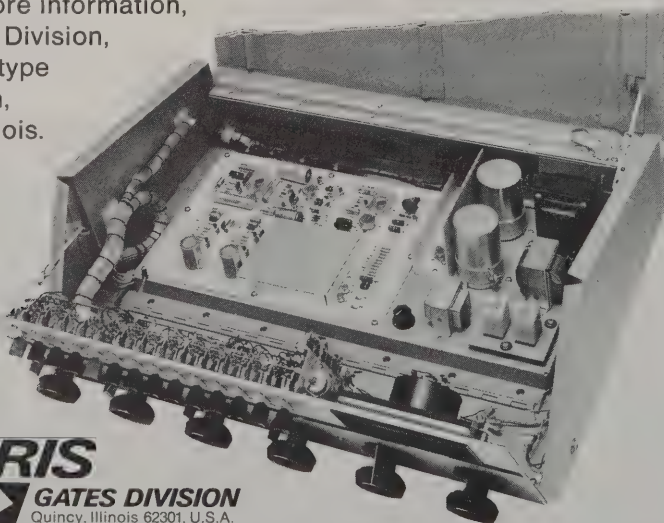
Rollings Stone, Asylum, Little David, Signpost, Alston, Chimneyville.
AVCO-Embassy Records, 1301 Ave. of the Americas, New York, NY. 10019
Bang Records, 1314 Ellsworth Industrial Dr., N.W., Atlanta, GA. 30318. (404) 351-8115. Eric Sutoris. Bang, Shout, Astro, Pendulum.
Bell Records, 1776 Broadway, New York, NY 10019. Gordon Bossin.
Bizarre Records, 5455 Wilshires Blvd., Los Angeles, CA.
Blue Flame, (See C.J.)
Blue Thumb Records, 427 North Canon Drive, Beverly Hills, CA. 90210.
Paul Brown Promotions, 507 Fifth Avenue, New York, NY 10017.
Brunswick Records, (See Decca)
Buddah Group, 810 7th Ave. New York, NY. 10019. (212) 582-6900. Larry Harris. Buddah, Kuma Sutra, Sussex, Cobblestone, Charisma, T Neck, Music Merchant, Custom, Hotwax.
Capitol Records, 1750 N. Vine St., Hollywood, CA. 90026. (213) 462-6262.
CBS Records, 51 W. 52nd St., New York, NY. 10019. (212) 765-4321. ext. 3781. Ron McCarrel and Arnnie Handwerker. Columbia, Epic.
Charisma, (See Buddah)
Chess/Cadet/Janus Corp., 9000 Sunset Blvd., Hollywood, CA.
Chimneyville, (See Atlantic)
C.J. Records, 4827 S. Prairie Ave., Chicago, IL. 60615. (312) AT5-1616. Carl Jones. C.J., Colt Firma, Blue Flame.
Cobblestone, (See Buddah)
Colt Firma, (See C.J.)
Cotillion, (See Atlantic)
Coral Records, (See Decca)
Chortom Records, 8543 Stoney Island. Chicago, IL. 60617.
Custom, (See Buddah)
Decca Records, 100 Universal Pl., Universal City, CA.
Double-Shot Records, 6565 Sunset Blvd. Hollywood, CA. 90028.
Duke Records, 2819 Erastus St., Houston TX. 77026. (713) 673-2611.
Dunhill, (See ABC Dunhill)
Elektra Records, 15 Columbus Circle, New York, NY 10023. (212) 582-7711. Bob Brownstein. Elektra, Nonesuch, Explore Series.
Epic Records, (See CBS)
ESP-DISK, 300 W. 55 St., New York, NY 10019
Explorer Series, (See Elektra)
Fantasy/Galaxy Records, 10th and Park Sts., Berkeley, CA. 94710.
GNP Crescendo Records, 9165 Sunset Blvd. Los Angeles, CA. 90069. (213) 275-1108. Jan Steinberg Basham.
Grunt Records, P.O. Box 99387, San Francisco, CA. AugiesBloom.
GRT Records, 1301 Ave. of the Americas New York, NY. 10019.
GWD Records, 150 E. 52nd St., New York NY. 10022. (Continued next pag

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For more information, write Gates Division, Harris-Intertype Corporation, Quincy, Illinois.



HARRIS
GATES DIVISION
Quincy, Illinois 62301, U.S.A.

MUSIC INDUSTRY

(Continued from preceding page)

Hickory Records, 2510 Franklin Rd., Nashville, TN. 37204. (615) 297-8558.

(See Buddah)

Imperial Records, (See Liberty)

Janus Record Corp., (See Chess)

Jewel/Paula Records, 728 Texas St., Shreveport, LA. 71101. (318) 422-0195.

Jubilee Records,

Kama Sutra Records, (See Buddah Group)

King Records, 1540 Brewster Ave., Cincinnati, OH. 45207. (513) 751-1910.

Liberty Records, Inc., 6920 Sunset Blvd., Hollywood, CA. 90028. (213) 461-9141.

Little David, (See Atlantic)

London Records, 539 W. 25th St., New York, NY. 10001. (212) ORs-6060. Ray Caviano, Deram, Parrot, Hi, Threshold, MAM.

MGM Records, 1350 Ave. of the Americas, New York, NY. 10019. (212) 262-2817. Sol Handwerker.

Mainstream Records, (See Time)

Mercury Records, 35 E. Wacker Dr., Chicago, IL. 60601. (312) 332-5788.

Metromedia Records, 1700 Broadway, New York, NY 10022.

Mashboro Records, 1011 Woodland St., Nashville, TN. 37206.

MCA, 100 Universal City Plaza, Universal City, CA.

Monument Records, 530 W. Main St., Hendersonville, TN 37075. (615) 824-6565. Mike Shepherd.

Motown Records, 2457 Woodward Ave., Detroit, MI 48201.

Music Merchant, (See Buddah)

Musyor Records, 240 W. 55th St., New York, NY. 10019.

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Ranwood Records, 9034 Sunset Blvd., Los Angeles, CA. 90069.

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Reprise, (See WB)

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Scepter Records, 254 W. 54th St., New York, NY 10019.

Shelby Singleton, 3106 Belmont Rd., Nashville, TN. 37212.

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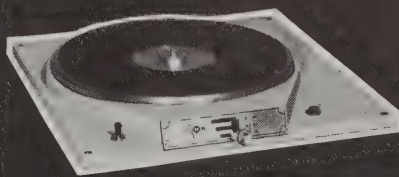
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WVAC Adrian College, Adrian, Mich.
KAS Adams State College, Alamosa, Col.
WSUA N.Y. State Univ.-College, Albany
WARC Allegheny College, Meadville, Pa.
WPKN University of Bridgeport, Bridgeport, Conn.
WBSU N.Y. State Univ. College, Brockport
WBGR Brooklyn College, Brooklyn, NY
KCUI Central College of Iowa, Pella
WCSU Central State Univ., Wilberforce, OH.
WSBF Clemson Univ., Clemson, SC
WVBR Cornell Univ., Ithaca, NY
WDCW Defiance College, Defiance, OH
WFRN Furman Univ., Greenville, SC
WVRG Georgetown College, Georgetown, KY
WHCV Hampton Institute, Hampton, VA
KHCA Harding College, Searcy, ARK.
WEOS Hobart & William Smith Colleges, Geneva, NY
WEBS Marjorie Webster Jr. College, DC
WWVN Merrimack College, N. Andover, MASS.
WMSN Michigan State Univ., East Lansing, MI
KMSM Univ. of Missouri, Rolla, MO
KMSC Moorhead State College, Moorhead, MN
WPAK North Carolina State College, Raleigh, NC
WJRN Northwood Institute, Midland, MICH
WONY N.Y. State Univ. College, Oneonta, NY
KFSC St. Francis College, Lorette, PA
KSJU St John's Univ, Collegeville, MINN
WOWI St. Joseph's College, Rensselaer, IND
KSMC St. Mary's College, Winona, MINN
KSFC Sioux Falls College, Sioux Falls, SD
WMSU Univ. of Southern Mississippi, Hattiesburg
WIDR Western Michigan Univ, Kalamazoo
WCWM College of William & Mary, Williamsburg, VA
WSUR Wisconsin State Univ., Eau Clair
WSUP Wisconsin State Univ., Plattsville
WCXU Xavier Univ., Cincinnati, OH
Lamar Institute
WCVF N.Y. State Univ. College, Fredona
WCAB Alderson-Broadbent College, Philippi, WV
WOCR N.Y. State Univ. College, Oswego
WCCZ Carroll College, Waukesha, WISC
WVBU Bucknell Univ., Lewisburg, PA
KBSB Bemidji State College, Bemidji, MINN
WALI Adelphi College, Garden City, L.I., NY
KMOE Central Methodist College, Fayette, MO
WLIU Long Island Univ., Brooklyn, NY
WMSR Millersville State College, Millersville, NY
WRWB Babson Institute, Babson Park, MASS

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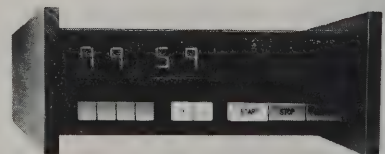
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DIRECTORY OF PAST ISSUES

JOURNAL OF COLLEGE RADIO, VOL. 1 THROUGH VOL. IX

This directory, or index is provided as a service to the readers of JCR and students of communication and broadcasting. The index is cross-referenced by topic only, since many articles are published by the JCR staff and contain no author's name. The editor's encourage reader comment and suggestion for the improvement of this index.

	Vol.-Issue-Page
CATV Distributes Signal of College Station	5:1:12
WJC Goes CATV	7:4:7
College Radio CATV FM. <i>Bry</i>	9:3:19
Background on Carrier-Current and CAFM. <i>Deskin</i>	9:5:2
Chico State College Pioneer FM Cable Casting in California <i>Muller</i>	9:5:5
CATV Offers College Radio Many Advantages in Broadcasting. <i>Sibley</i>	9:5:7
Cable Television to Change American Life	9:6:19
CAFM Facts Reveal Potential for College Radio. <i>Sibley</i>	9:7:12
Feasibility of Low Cost FM Cablecasting. <i>Doering</i>	9:7:14

EDUCATION

Improving the Broadcast Curricula. <i>Hunter</i>	4:1:45
Education Workshops at Kent State	6:3:27
Eleventh Report on "Broadcast Education"	6:3:27
Professional Broadcast Training	6:5:7
How and Where Radio Fits into Living Patterns-A Survey	6:5:27
On-The-Job Training. <i>Berry</i>	7:1:18
Curriculum for Broadcasting. <i>Deskin</i>	7:2:2
The Machines Take Over? <i>Mathews</i>	7:3:9
Innovations in the Teaching of Broadcast Courses. <i>Shaw</i>	7:7:14
Curriculum Problems. <i>Deskin</i>	8:2:2
What the Owners Say About Hiring and Education. <i>Deskin</i>	8:3:2
What the Educators Say About The Education of Employees. <i>Deskin</i>	8:4:2
What the Students Say about the Education of Employees. <i>Deskin</i>	8:5:2
Education for Broadcasting. <i>Lynch</i>	8:5:4
What Can Be Done to Improve Curriculum—A Few Recommendations. <i>Deskin</i>	8:6:2
Too Many Unprepared Graduates. <i>Leitner</i>	8:7:3

ENGINEERING

How to Maintain Your Transmitter	1:1:19
A Time Tone System	1:2:19
Simple Power Supply for Transistor Circuits. <i>Eustis</i>	1:3:16
Transistorized Audio Equipment. <i>Eustis</i>	1:4:15
Transistorized Audio Equipment. Part 2. <i>Eustis</i>	1:5:10
Designing Marginal Circuits. <i>McMillin</i>	3:1:7
Production and Recording. <i>Buffington</i>	3:4:5
Engineering and Maintenance	3:4:6
Remote Controlled Attenuation. <i>Eustis</i>	3:4:20
Part 15 Applied to College Broadcasting. <i>Crompton</i>	3:5:5
Remote Switching Devices. <i>Eustis</i>	3:5:22
Additional Thoughts on Part 15. <i>Crompton</i>	3:6:9
Is Carrier Current a Black Art? <i>Sibley</i>	3:6:19
Unique System Shows How Other Guys Do It. <i>Jones</i>	3:6:24
Master Oscillator Transmission Systems. <i>Eustis</i>	4:1:5
Hum Crossmodulation in Carrier-Current Systems. <i>Sibley</i>	4:1:11
Recording for College Radio. <i>Furr</i>	4:2:5
An Unusual Telephone Adapter Unit Recommended for College Broadcasting. <i>Jones</i>	4:2:26
Public Address Amplifier Line Adapter Designed for College Station	4:3:8
Automatic Audio Level Control in Broadcasting and Recording. <i>Jones</i>	4:4:5
Corrections to above found in 5:1:4)	

SCA Music for the College Station. <i>Jones</i>	4:4:9
Design and Construction of a Control Room Facility for Recording and Broadcasting	4:4:16
Automated Music Tapes. <i>Jones</i>	4:6:26
An Automatic Program Switcher. <i>Jones</i>	5:1:10
Poles, Tunnels, and Manholes	5:2:5
Campus Coverage Techniques. <i>Crompton</i>	5:2:6
Modifications to the RC-5A Transmitter	5:2:8
Coax Distribution. <i>Wright</i>	5:3:16
Integrated Circuit Amplifier	5:4:15
Simplified Audio Console. <i>Sibley</i>	5:4:19
Professional Recording	5:5:12
Audio Distribution Network	5:5:18
Photoresistor Consoles. <i>Sibley</i>	5:6:12
Eliminating Loss in a Mixer Buss	5:6:18
Composite Signaling	6:2:16
Coil Equalization for Improved Cable Lines	6:2:20
Amplitude Modulation Technique	6:2:22
KZSU Extends Remote Line Net	6:2:24
College Radio Engineering Glossary	6:3:24
How to Select Carrier Frequency	6:5:33
Improving Remote Line Reliability	6:6:18
Audio Technical Literature. <i>Borst</i>	7:1:23
Hum Pickup and Impedance	7:3:18
Attenuator Design Made Easier. <i>Sibley</i>	7:6:26
Automation in Educational Radio. <i>Fisher</i>	7:7:25
Photoresistor Audio Consoles. <i>Sibley</i>	8:1:22
Tape Recorder Manuals. <i>Sibley</i>	8:1:23
Simplified Audio Filters and Traps. <i>Sibley</i>	8:1:23
Spare Tubes for Phasitron Exciters. <i>Sibley</i>	8:1:23
Engineering Projects	8:2:16
Circuit Diagrams	8:2:18
Program Line Levels	8:2:18
Dial Telephone Exchange. <i>Lawrence</i>	8:3:26
Engineering Index. <i>Sibley</i>	8:4:26
First-Phone Problem. <i>Sibley</i>	8:4:26
College Radio Engineering Survey. <i>Sibley</i>	8:5:14
Telephone "Beeper" Technical Reference. <i>Sibley</i>	8:5:14
Trick for Taped Special Effects. <i>Sibley</i>	8:5:14
Protection for Telephone Remote Lines. <i>Sibley</i>	8:5:14
Limiters, Compressors and other Audio Processors. <i>Sibley</i>	8:5:14
Do-It-Yourself Audio Lines. <i>Sibley</i>	8:5:15
Use of Retired Broadcast Transmitter for Carrier-Current. <i>Sibley</i>	8:5:20
Cleaning Up Old Equipment. <i>Sibley</i>	8:5:21
Carrier-Current Transmission Line Data. <i>Sibley</i>	8:5:21
Hybrid Speaker Combinations. <i>Sibley</i>	8:6:28
Standard Symbols for Carrier-Current. <i>Sibley</i>	8:6:29
Application for Carrier-Current Repeaters. <i>Sibley</i>	8:6:29
Audio Distribution Amplifier. <i>Sibley</i>	8:6:31
Carrier-Current System Design Now Available. <i>Sibley</i>	8:7:25
"Mate" Colors for Telephone Cables. <i>Sibley</i>	8:7:25
Wiring a Variable Transformer. <i>Sibley</i>	8:7:25
Turntable Cartridges. <i>Sibley</i>	8:7:25
Bell System Interconnection Arrangements. <i>Sibley</i>	8:7:26
Schematics for Technical Equipment. <i>Sibley</i>	9:1:12
Phasitron Tubes. <i>Sibley</i>	9:1:14
Station Security. <i>Sibley</i>	9:1:14
Transistor Carrier-Current Transmitter. <i>Sibley</i>	9:1:24
Coaxial Line Data. <i>Sibley</i>	9:2:7
Technical Standards in AM Radio—Two Generations Ago. <i>Sibley</i>	9:2:8
Audio Limiting and Compression Revisited. <i>Sibley</i>	9:2:9

DX Happens with Ten Watts, Too. <i>Sibley</i>	9:3:7
Integrated-circuit Audio Stages. <i>Sibley</i>	9:3:7
Remote Lines and Studio-to-Transmitter Links. <i>Sibley</i>	9:4:8
Standard Frequency and Time Broadcasts. <i>Sibley</i>	9:5:18
Hints on Cost-cutting. <i>Sibley</i>	9:5:19
Mounting Equipment in Racks. <i>Sibley</i>	9:5:20
"Cure" for Noisy Remote Lines. <i>Sibley</i>	9:5:20
RC-5A Modification. <i>Sibley</i>	9:5:21
False Stereo Indications. <i>Sibley</i>	9:5:21
Unlicensed FM Stations POT and WCMA Shut Down. <i>Sibley</i>	9:5:21
Stopping RFI. <i>Sibley</i>	9:6:10

MANAGEMENT

Station Management—An Art	1:1:24
Business—A Science	1:3:26
Personnel—The Key to Success	1:4:4
Station Manager's Forum. <i>Freedman</i>	1:6:14
Station Manager's Forum. <i>Freedman</i>	1:7:10
Want More and Better Personnel? <i>Elliott</i>	1:8:8
Survey to Analyze Staff Relations. <i>Lovas</i>	2:2:6
Ten Commandments for Radio Station Managers. <i>McCloud</i>	3:1:4
Professionalism	5:2:26
Financial Records	5:3:7
Designing and Using Forms	5:3:8
Increasing and Keeping Your Staff	6:2:28
Services of IBS	6:6:28
Ways to Make Money. <i>Kass</i>	7:1:28
Ways to Make Money. <i>Kass</i>	7:7:28
Managerial Guidelines. <i>MacDonald</i>	8:1:8
Cutting Back on Personnel. <i>McCloskey</i>	8:1:12
Successful College Station Management. Part 1. <i>Goldberg</i>	8:7:4
Successful College Station Management. Part 2. <i>Goldberg</i>	9:1:6
ARB Drops Product Usage. <i>Deskin</i>	9:3:2

MISCELLANEOUS

College Radio Placement Service	1:1:12
IRTS Host 130 at College Broadcaster's Conference	1:2:20
Covering This Fall's (1964) Elections. <i>Freedman</i>	1:4:7
Why Not Educational FM. <i>Editorial</i>	1:4:26
Combine Public Relations With Culture. <i>Steele</i>	1:6:8
Typical IBS Station	1:7:7
KCSU-FM Tells of Election Coverage	2:1:6
IVY Network: An Eastern Keystone	2:2:6
History of IBS	2:2:8
School District Uses Radio Station to Promote Interest in Education and Entertainment	3:1:15
Not Games and Toys But A Great Industry	3:1:22
Not Games and Toys But A Great Industry, Part 2	3:2:18
"The Student-Faculty Relationship" in the Campus Radio Station. <i>Berry</i>	3:3:12
Tailoring, Music, Copy, and Technique	3:4:6
If I Ran A College Radio Station. <i>Payne</i>	3:4:9
A Visit and Examination of Radio in Other Countries. <i>Peer</i>	3:4:16
Fiangles's Laws	3:4:17
Toward Your Tomorrow in Radio. <i>Smith</i>	3:5:7
Communication Cosmos and Chaos. <i>Ellery</i>	3:5:10
The FM Bandwagon is Rolling. <i>Malone</i>	3:5:19
Writers in Broadcasting. <i>Irving and Falk</i>	3:6:5
The Value of College Radio. <i>Wilke</i>	3:6:7
Putting the Quality Sound into College Radio. <i>Hoglin</i>	3:6:10
College Concerts—Role of Campus Radio. <i>Demetrin</i>	3:6:13
The Rewards of College Radio. <i>Berry</i>	4:1:39
Why College Radio. <i>Crawford</i>	4:2:6
How Creative Are You? <i>Martin</i>	4:2:9
A Radio Station for the Campus Community. <i>Roach</i>	4:2:19
Some Random Thoughts on Problems. <i>Whiteside</i>	4:2:23
IRTS Announces Third Annual Scholarship	4:3:4
Two Decades of Campus Radio. <i>Williams</i>	4:4:7
Colorado State Begins Broadcasting.	4:4:26
Broadcasting in German. <i>Emery</i>	4:5:9
Man on the Roof. <i>Irving and Falk</i>	4:6:16
Colorado's Educational Network Planned	4:6:22
Professionalism	5:2:26
Sound Surveys	5:4:5
The Care and Feeding of a Faculty Advisor. <i>Sommerville</i>	5:6:8
IRTS College Conference Draws Record Attendance	6:1:6
1968 IBS Convo Wrapup	6:1:18
Apathy Kills	6:1:28

IRTS Seminar: Life in the Year 2000	6:2:23
Increasing and Keeping Your Staff	6:2:28
Coon Sanders Nighthawks	6:3:4
Student Radio—Worldwide. <i>Kass</i>	6:5:28
Campus Radio—1942 Style	6:6:17
Swing Low Sweet. <i>West</i>	6:6:18
Women in Broadcasting. <i>Bailey</i>	7:1:11
Futures in Broadcasting. <i>Macy</i>	7:1:20
A Force for Change	7:1:25
What Are We Doing For the Industry? <i>Deskin</i>	7:3:2
So You Want to Go into Broadcasting? <i>Johnson</i>	7:4:12
New Generation of Broadcasters. <i>Wasilewski</i>	7:4:21
A Manager Looks at the Graduate. <i>Coons</i>	7:5:8
IBS Celebrates 30th Anniversary	7:5:10
The Silent Sin	7:5:24
Interview: Robert Wells. <i>Leitner</i>	7:6:6
Bad News, Good News and Agnews. <i>Ross</i>	7:6:10
Censorship	7:6:20
The Talkin' Blues. <i>Johnson</i>	7:7:6
Unprofessional Attitudes of College Radio. <i>Editorial</i>	7:7:28
Wired Wireless Goes to Sea. <i>Koal</i>	8:1:6
Campus Newspaper: First or Second. <i>Editorial</i>	8:2:52
Wake Up Angry!	8:3:2
Different Standards for Newspapers and Broadcasting. <i>Leitner</i>	8:3:3
WRTI Scoops the Pros. <i>Shaw</i>	8:3:12
Discrimination of Broadcasting. <i>Leitner</i>	8:4:3
From the Man Who Brought You That Letter. <i>Kohen</i>	8:4:4
Commentary on the Media. <i>McCloskey</i>	8:4:8
Social Responsibility of Newscasters and Announcers. <i>Leitner</i>	8:5:3
Carrier-Currents Re-broadcast Underground Station. <i>McCloskey</i>	8:5:8
WTOP-FM Given to Howard University. <i>McCloskey</i>	8:5:8
New Generation. <i>Editorial</i>	8:5:32
College Radio as Experimental Radio. <i>Letter to Editor</i>	8:6:2
Improving the Image Maker's Image. <i>Loevinger</i>	8:6:4
WGTB-FM Shuts Down During Day	8:6:16
WCWP-FM Back on the Air	8:6:16
OTP, What's That. <i>Goldberg</i>	8:6:18
Music for Exams	8:7:3
Pioneer in the World of Wireless	8:7:10
Want to Make a Name in Congress? <i>Editorial</i>	8:7:28
Basketball Reject Finds Television. <i>Kehoe</i>	9:3:17
Court Orders New IBS Elections. <i>Editorial</i>	9:3:28
Obtaining Press Credentials—A Survey. <i>McCloskey</i>	9:4:18
IBS Reminds Stations to Vote. <i>Editorial</i>	9:4:28
Surplus Materials. <i>McCloskey</i>	9:5:13
Regulation Proposed for Carrier-Current. <i>Editorial</i>	9:5:28
Faculty Poll on Various Issues. <i>Deskin</i>	9:6:2
Canadian Station Serves Three Academic Communities	9:6:12
Scouts Explore Broadcasting at Princeton Station.	9:6:12
On Conventions/On Goals. <i>Editorial</i>	9:6:28
Report on the 1972 IBS Convention	9:7:2
The Feminine Touch	9:7:4
Final Fiscal Report of IBS, 1971-1972	9:7:11

NEWS

Covering This Fall's (1964) Elections. <i>Freedman</i>	1:4:7
News on the Campus—A Science and an Art	2:1:14
KCSU-FM Tells of Election Coverage	2:1:6
The Big Story in Broadcasting. <i>Jacobs</i>	4:1:7
Broadcast Journalism: A Grand Calling. <i>Smith</i>	4:1:49
Campus News. <i>Jakielski</i>	5:3:6
A Censor in Your Newsroom. <i>Cheverton</i>	6:5:4
WHRB's Demonstration of Courage. <i>Leitner</i>	7:3:4
Coverage of House Committees. <i>McCloskey</i>	7:4:9
Coverage of Student Government Meetings. <i>McCloskey</i>	7:4:9
Censorship	7:6:20
Press Cards. <i>McCloskey</i>	8:1:12
MAB Code News. <i>McCloskey</i>	8:1:12
A New Generation Looks at Broadcast News & Public Affairs. <i>Skornia</i>	8:3:5
Commentaries at Various Stations. <i>Letter to the Editor</i>	8:5:2
Social Responsibility of Newscasters and Announcers. <i>Leitner</i>	8:5:3
Professional Broadcast Journalism. <i>Leitner</i>	8:6:6
We Print News—Good or Bad. <i>Madison Wisc State Journal</i>	8:6:15
Switching Wire Services. <i>McCloskey</i>	9:4:4
WMMR Develops All Volunteer News Staff Operation <i>Davenport</i>	9:4:4

Graduate Students Publish Columbia Journalism Review. <i>McCloskey</i>	9:5:3
Student Reporter Scoops on Governor. <i>McCloskey</i>	9:5:13
KZSU Develops Technique in Covering Campus Disturbances. <i>Newmann</i>	9:7:6

PROGRAMMING

Programming An Educational Station	1:1:20
New Concepts in FM Programming	1:2:13
Radio Production—A Science	1:2:26
New Concepts in FM Programming, Part 2	1:3:13
Hit 'em Where They Ain't. <i>Whiteside</i>	1:4:14
"Exam Time Special" Creates Advertiser Interest	1:7:11
Survey Shows Program Types, Advertising Profile. <i>Jakielski</i>	1:8:10
Campus Station As A Music Promoter. <i>McCloud</i>	2:2:4
Telephone Shows. <i>Dunbar</i>	3:1:13
Record Programmers of Tomorrow. <i>Faggen</i>	3:1:19
Radio Formats	3:2:7
Radio Competition (Public Affairs Programming)	3:3:16
NEC—News, Entertainment and Community Action Proves Good Format. <i>Williams</i>	3:4:8

Programming the Educational Radio Station. <i>Shaw</i>	3:5:9
The Sportscaster (Football) <i>Shaw</i>	4:1:15
Beginners, Blunders, and Broadcasting. <i>Ellis</i>	4:1:16
Analyzing Broadcast Programs. <i>Ripley and Lichty</i>	4:1:41
Marathons for Fun and Profit	4:2:16
WORM Christmas Marathon	4:2:25
Announcers vs Engineers. <i>Berry</i>	4:3:5
Analyzing Broadcast Programs. <i>Ripley and Lichty</i>	4:3:9
The Sportscaster (Basketball) <i>Shaw</i>	4:3:14
SCA Music for the College Station. <i>Jones</i>	4:4:9
The Sportscaster (Baseball) <i>Shaw</i>	4:5:6
Marathons	4:6:4
Marathons	5:2:24
Editorializing. <i>Dary</i>	5:3:5
Editorializing, Part 2 <i>Dary</i>	5:4:6
Editorializing, Part 3 <i>Dary</i>	5:5:29
A New Way To Rock. <i>Zerler</i>	5:6:16
Play-By-Play. <i>Leitner</i>	6:1:12
Billboard Forum Panel Probe Programming	6:1:20
The Record Dilemma	6:2:14
The Role of FM. <i>Schwartz</i>	6:3:14
The Sound Heard Round the World	6:4:6
The Mitosis of Musical Radio. <i>McLendon</i>	6:4:26
How Soft Must You Go To Broaden Your Audience Base. <i>Starr</i>	6:5:14
A New Net With A New Sound	6:6:6
The Play List—A Contraceptive. <i>Barnett</i>	6:6:8
Radio Formatting	7:1:2
PSAs are Controversial	7:1:2
Role of College Broadcaster in Dealing with Issues. <i>Leitner</i>	7:1:4
Record Service. <i>Leitner</i>	7:2:4
Is Taste Obsolete? <i>Jencks</i>	7:2:10
Rhythm and Blues	7:3:12
Play-By-Play. <i>Leitner</i>	7:7:4
College Radio: What to Do Now. <i>Sippel</i>	8:3:20
Want Your Editorials to Become Influential?	8:4:12
Mass Appeal Music Radio. <i>Sklar</i>	8:4:20
Program-Centered Broadcast Curriculum. <i>Topping</i>	8:5:6
Rhetoric of Social Protest in Modern Music. <i>Pitts</i>	8:6:22
National Public Radio	8:7:6
The Persuasive Documentary. <i>Martin</i>	9:1:4
Block Programming Works. <i>Radtko</i>	9:1:16
The WLTI Experience. <i>Patt</i>	9:1:20
College Students Program for Commercial Station. <i>Gross</i>	9:1:22
Free Form Format. <i>Deskin</i>	9:2:2
The Persuasive Documentary. <i>Martin</i>	9:3:3
Changing Your Station. <i>Patt</i>	9:3:6
Reply to Free Form. <i>Letter to the Editor</i>	9:4:25
Broadcasting Reflection on the Future	9:5:12
Progressive College Radio. <i>Cameron</i>	9:6:8
Minority Programming in College Broadcasting. <i>Martin</i>	9:7:9
Community Radio—New Theme at WGLS. <i>Blake</i>	9:7:22
Reply to Progressive College Radio. <i>Letter to the Editor</i>	9:7:28

PROMOTION

How Do You Promote Your Station To its Potential Audience? <i>Anagnoson</i>	1:4:8
---	-------

Promotion—A Total Effort	1:5:18
Promotion Tie-in With Sales	5:3:13
Big Ideas	6:7:27
Key to Successful Promotion. <i>Scott</i>	6:5:13

REGULATION

Part 15 Applied to College Broadcasting. <i>Crompton</i>	3:5:5
Additional Thought on Part 15. <i>Crompton</i>	3:6:9
FCC Inquiry (10 watt) Strongly Critized	4:3:4
IBS Fights FCC Stand on Call Letters	4:4:4
IBS Attacks on FCC Brings Action	4:4:4
KUGR and the FCC. <i>Anagnoson</i>	5:2:7
The FCC and 10 Watt Education FM Stations	5:2:24
Ten watt Rules	5:6:27
Provisional Radio Operator Certificate	6:1:27
Copyright, What's Next. <i>Anello</i>	6:2:13
Rules Proposed on Interference Devices	6:4:11
Loss of Cigarette Advertising. <i>Deskin</i>	7:1:2
Beeper Action	7:1:6
Cigarette Advertising	7:1:8
Schools Challenging Schools for Frequencies. <i>McCloskey</i>	7:1:8
Beepers. <i>McCloskey</i>	7:1:8
Non-commercial Stations on Commercial Channels	7:4:6
Ten Watt Station Excluded from Performance Measurement Requirements	7:4:6
FCC and Carrier-Current. <i>Editorial</i>	7:4:28
More Regulation. <i>Leitner</i>	7:5:4
Lotteries. <i>McCloskey</i>	7:5:12
Part 15 of the Rules and Regulations. <i>Deskin</i>	7:6:2
Howard University and the FCC. <i>McCloskey</i>	7:6:17
All Channel FM Radios. <i>McCloskey</i>	7:6:17
Student Involvement. <i>McCloskey</i>	7:6:17
Obscenity. <i>Editorial</i>	7:6:28
College Network. <i>McCloskey</i>	7:7:20
FTC's Reorganization. <i>Deskin</i>	8:1:2
Issues Confronting the Broadcaster. <i>Leitner</i>	8:1:4
A Defense of the FCC. <i>Letter to the Editor</i>	8:1:6
One Station's Reply to Telephone Rate Increase. <i>Letter to the Editor</i>	8:6:1
Programs Service Exchanged for Advertising. <i>Letter to the Editor</i>	8:1:7
Anti-war Demand for Equal Time. <i>McCloskey</i>	8:1:12
Campus Radio Moving Off Campus. <i>McCloskey</i>	8:1:12
Public Interest Fees (A Satire). <i>Editorial</i>	8:1:28
Consumer Protection Bill and the Media	8:2:7
Eradication of Freedom. <i>Editorial</i>	8:3:28
ID Rules Modified	8:4:14
Educational FM Could Charge for Multiplexing	8:4:16
Another Rhetorican on the Scene. <i>Editorial</i>	8:4:28
Guidelines for Producers Concerning Copyright Law. <i>Stone</i>	8:5:10
AM/FM Programs Duplication. <i>Editorial</i>	8:5:32
FTC and Cigarette Advertising	8:7:2
FCC Moves Toward Carrier-Current Regulations. <i>Notice of Inquiry and Proposed Rulemakings</i>	8:7:12
Campus Carrier-Current Radio. <i>Comments by Commissioners</i>	8:7:20
FCC Claim No Power to Control Songs.	8:7:22
FCC, Drugs, Lyrics, and Broadcasters. <i>Editorial</i>	8:7:28
FCC And Carrier-Current. <i>McCloskey</i>	9:1:3
Reaction to FCC's Notice of Inquiry into Carrier-Current Radio from KLC	9:1:8
FCC and the Lyrics. <i>Editorial</i>	9:1:28
FCC and Carrier-Current. <i>McCloskey</i>	9:2:3
Need for New Communications Act. <i>Editorial</i>	9:2:48
Staggers/CBS Dispute. <i>Editorial</i>	9:1:28
Drug Lyrics. <i>McCloskey</i>	9:2:3
Deregulation of Radio. <i>Deskin</i>	9:3:2
ABC's Censorship during Halftime (an accusation). <i>Deskin</i>	9:3:2
An Inquiry into the Role and Policy of a College FM Station. <i>Muchnik</i>	9:3:9
FTC's Hearings on Advertising Practices. <i>Deskin</i>	9:4:2
Unlicensed FM Stations Shut Down. <i>Sibley</i>	9:5:21
FCC Limitations on Educational Stations	9:5:24
Regulation Proposed for Carrier-Current. <i>Editorial</i>	9:5:28
KVRO, Pat Paulsen, Section 315. <i>McCloskey</i>	9:6:3
Review of FCC's Drug Lyric Ruling Petitioned to Court of Appeals	9:6:21
Free Form Format Clarified by FCC	9:6:21
FCC and Carrier-Current. <i>McCloskey</i>	9:7:2

SALES

Simple Sales for your Station	1:1:18
Four Ways To Increase Your Sales. <i>Vandervood</i>	1:2:17
Brochures, Giveaways and Good Sales Pitches. <i>Vandervood</i>	1:3:15
What Stations Can do (to help national ad rep bring in more business). <i>Vance</i>	1:5:8
Can College Radio Compete with Commercial Stations? <i>Engler</i>	1:6:11
"Exam Time.Special" Creates Advertiser Interest	1:7:11
Market Merchandising Means More Money	1:7:18
Increase Your Ad Revenue without Leaving the Campus. <i>Gray</i>	1:8:7
Survey Shows Program Types, Advertising Profile. <i>Jakielski</i>	1:8:10
Sales Promotion on Campus Radio	3:1:14
Local Sales Means \$\$\$\$\$. <i>Freedman</i>	3:3:7
Sales Promotion on Campus Radio. <i>Lawrence</i>	3:3:15
Sales Promotion on Campus Radio. <i>Lawrence</i>	3:4:22
Sales Promotion on Campus Radio. <i>Lawrence</i>	3:5:16
Sales Promotion on Campus Radio. <i>Lawrence</i>	3:6:18
Program Guide and Sales Program	4:6:9
National Sales Outlook. <i>Freedman</i>	5:1:5
Regional Sales. <i>Freedman</i>	5:2:7
Dollar from Donuts—Where to Look for Advertising Sales A Promotion Tie-in With Sales	5:3:13
National Sales and Your Station. <i>Freedman</i>	5:4:18
The Art of Oversell	5:5:18
Selling Ideas. <i>Thorne</i>	5:6:5
Looking Ahead	5:6:18
Reps Need Your Help. <i>Deskin</i>	6:1:27
It Takes Time. <i>Leitner</i>	6:3:20
A "No Nonsense" Rate Card. <i>Deskin</i>	6:3:27
There's \$\$ in Inactive Accounts. <i>Deskin</i>	6:4:30
CRAM No Longer Endorsed by IBS	6:4:30
Portrait of a Rep	6:5:22
The Ad Agency. <i>Matthews</i>	6:6:10
Ways To Make Money. <i>Kass</i>	7:1:28
Ways To Make Money. <i>Kass</i>	7:2:60
Selling Ideas. <i>Deskin</i>	8:1:17

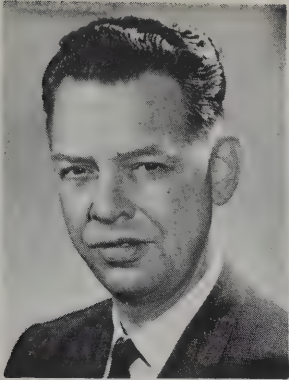
STATIONS

WCBH	1:2:22
WJRH	1:2:17
WWFM	1:3:19
KSLU	1:4:21
Survey of 150 College Stations. <i>Becker</i>	1:4:22
WRVG	1:5:14
IVY Net Covers Elections	1:6:8
KRVS-FM	1:6:11
Typical IBS Station	1:7:7
KSUR	1:7:12
WWKS-FM	1:7:13
WMIB	1:7:14
WSUA	1:7:15
KUOK	1:7:16
KSUR	1:8:16
KUOK	1:8:18
KCSU-FM Tells of Election Coverage	2:1:6
WSBF	2:1:12
IVY Network: An Eastern Keystone	2:2:6
KSJU	2:3:4
WCWP	3:1:10
KISU Producer Guide for New Stations	3:1:12
KFHS	3:2:14
WCBN	3:3:10
The Campus Radio Station. <i>Berry</i>	3:3:12
WRNV	3:3:12
If I Ran A College Radio Station. <i>Payne</i>	3:4:9
A Visit and Examination of Radio in Other Countries. <i>Peer</i>	3:4:18
WAMU Provides Coverage for Washington March	3:4:24
WSAJ	3:5:14
The Value of College Radio. <i>Wilke</i>	3:6:7
WEOS	3:6:12
WGSU	4:1:14
Why College Radio? <i>Crawford</i>	4:2:6
Marathons for Fun and Profit	4:2:16
WBRU—Earliest Originator of IBS	4:2:19
A Radio Station for the Campus Community. <i>Roach</i>	4:2:19

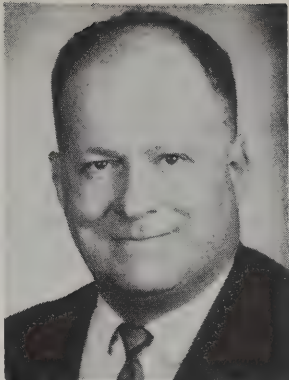
WOFM Christmas Marathon	4:2:25
WTUL	4:3:18
WSLY	4:3:18
Two Decades of Campus Radio. <i>Williams</i>	4:4:7
WMKY-FM	4:4:11
WGRE	4:4:12
KASC	4:4:26
Colorado State Begins Broadcasting	4:4:26
Waur-Andrews University Begins Broadcasting	4:5:7
KRWG	4:5:8
KCSB-FM. <i>Bloom</i>	4:5:22
Marathons	4:6:4
WXAC Captures New Honor	4:6:6
WWFM	4:6:12
Colorado Educational Network Planned	4:6:22
WUSV	5:1:14
KLA	5:1:20
KUOL	5:2:18
WESU	5:3:10
WRSE	5:4:12
WMCO	5:5:6
KVDU	5:5:10
WSOU	5:6:10
KLOR	6:1:8
WBRU	6:2:6
Temple's Dream Station. <i>Harkin</i>	6:2:11
KACC	6:3:8
WNIU	6:4:14
KUWR	6:5:8
Campus Radio—1942 Styles	6:6:17
WRNV	6:6:22
KCSU-FM	7:1:12
KVRO	7:2:16
WGLS-FM	7:3:20
WSUS	7:4:18
KBIL	7:5:14
KNBU	7:5:20
WFIB	7:6:14
KCMW	7:6:22
KSJU	7:7:16
Wired Wireless Goes to Sea. <i>Koal</i>	8:1:16
KSTI	8:2:12
WRTI Scoops the Pros. <i>Shaw</i>	8:3:12
WSAJ	8:3:17
WOFM Announcer Marathon	8:4:14
50th Anniversary of First Scheduled Radio Broadcast	8:4:17
WIDR	8:4:22
WTOP-FM Given to Howard University. <i>McCloskeys</i> ,	8:5:8
KSLA Changes Image, Name	8:5:18
WMUC	8:5:22
Jackpot Telethon for WSUS	8:5:28
College Radio as Experimental Radio. <i>Letter to the Editor</i>	8:6:2
WGTB-FM Shuts Down During Day	8:6:16
WCWP-FM Back on the Air	8:6:16
WRVU	8:6:24
WLSU	8:7:16
WCMA & KPOT, Unlicensed Stations Shut Down. <i>Sibley</i>	9:5:21
WSHA Used As Training Tool for Black Students. <i>Czech</i>	9:6:4
Howard University Station on the Air	9:6:7
Canadian Station Serves Three Academic Communities	9:6:12
Scouts Explore Broadcasting at Princeton Station	9:6:12
WCCR Celebrates 20th Anniversary	9:7:20

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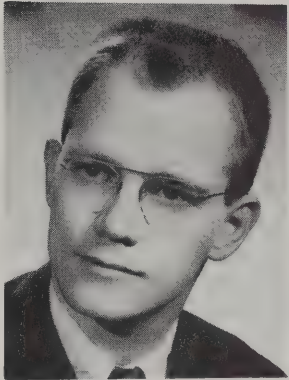
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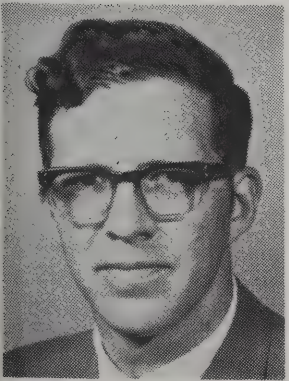
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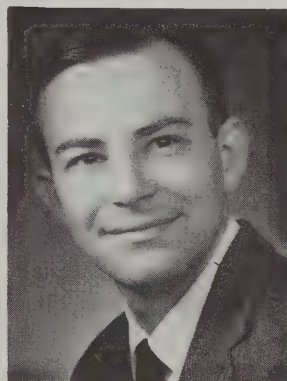
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College Radio Engineering Glossary

Broadcast engineering involves a lot of specialized terminology. This is particularly true in college radio, which uses terms found nowhere else in the industry. Some of these are in common use but poorly understood. Here are definitions of some troublesome items of both general and specialized interest.

ACOUSTIC SUSPENSION—

A loudspeaker design which uses the spring effect of a trapped mass of air to return the speaker cone to its normal position. This requires a special soft-edged cone and an airtight enclosure. The natural resonant frequency of the cone is lowered, so bass notes are relatively "clean." This design is relatively inefficient and therefore requires more amplifier power.

BALANCED LINE—

A two-wire line with a signal appearing across it so that each wire is at the same voltage with respect to ground but opposite polarity. Balanced connections are not susceptible to hum or crosstalk and are thus standard in the telephone and broadcast industries, but require the use of transformers to match the usual electronic circuits, which are inherently unbalanced.

BRIDGE—

The connection of a device (for example, a monitor amplifier) across a line with such an high impedance that the line level is virtually undisturbed. This permits connecting or adding the device with no noticeable effect on the program material. Usually done by means of a bridging pad.

BUS—

A point in a circuit where several inputs or outputs are combined into one pair of wires, for example the mixing bus in a console, or occasionally the pair of wires itself.

CANNON CONNECTOR—

A three-wire snap-lock connector, standard on professional equipment, named for the company that developed it. Best use is with male connectors on outputs and female connectors on inputs. The signal thus travels in the direction of the plug pins, making it easier for the operator to visualize the operation.

CARRIER CURRENT—

Transmission of a "radio" signal through the electric wiring of a residence rather than through the air. No FCC license is required but it requires facing the technical problems of hum, radiation, and multiple installation.

COIL EQUALIZATION—

The use of a repeat coil (transformer) at

each end of a leased line to give better high-frequency response. The coils are wired to send into the line at low impedance, usually 150 ohms, and to transform back up to 600 ohms at the receiving end. This reduces the effect of the shunt capacitance of the line and gives better transmission of highs. Sometimes the coil at the receiving end is omitted.

COMPRESSOR—

A special amplifier which holds nearly constant the audio level passing through it. It contains an electronic "unseen hand" which continuously readjusts the circuit gain; thus it helps to make up for loose board engineering or to increase the average volume transmitted.

CUE—

To set a record or tape up so that the program on it will start as soon as it is set in motion. This involves a special cue channel on a control board that lets the operator listen to the record without putting it on the air. Best cue systems have a speaker separate from the studio monitor to avoid confusion.

DECIBEL (db)—

A measure of the gain or loss of a circuit. It is defined as 10 times the logarithm of the ratio of output power to input power, or as 20 times the log of the output-input voltage ratio. A power gain of 1 is 0 db; of 2, 3 db; of 10, 10 db; of 100, 20 db. Even professional broadcasters are likely to use this term incorrectly: the db is for gains and losses only—while absolute power levels are in dBm.

dBm—

This is the measure of a power level using 1 milliwatt as a reference. Thus zero difference from 1 mW is 0 dBm; 2 mW is +3 dBm; 0.1 mW is -10 dBm, etc. On program peaks most microphones produce roughly -55 dBm; peaks on a telephone call are about -4 dBm; leased lines should not be fed at more than +7 dBm on peaks, and so on.

DISTORTION—

Spurious signals produced by the inability of a device to reproduce exactly the signal fed into it. Harmonic distortion is the harmonics of the original frequencies, and is less unpleasant than intermodulation distortion, which is the

sums and differences of the frequencies.

EQUALIZED LINE—

A special wire pair with a device called an equalizer at the receiving end which compensates for the tendency of the line to pass high frequencies poorly. Usual maximum frequencies of these lines are 5, 8, and 15 kHz.

FERRITE—

A chemical compound usually based on iron oxide which acts as a low-loss magnetic material at high frequencies. Use of ferrite cores permits building matching transformers and power splitters for carrier-current systems with unusually high efficiency and simplicity.

FREQUENCY RESPONSE—

A measure of the range of frequencies that a system will transmit. Usual electronic devices pass very low and very high frequencies poorly. Thus usual response limits are 250-3300 Hz for telephones, 75-5000 Hz for AM broadcasting, 50-15,000 for FM, and 20-18,000 for the human ear. Response of a system is usually given in terms of its output being down so many decibels at a given frequency, with the output at 1 kHz for normal reference.

GROUND LOOP—

The undesirable use of two or more parallel paths tying the chassis grounds of two devices together. This is often a source of hum especially in unbalanced systems.

HERTZ—

The new international name for a cycle per second, in honor of Heinrich Hertz, an early experimenter in radio.

IMPEDANCE—

The tendency of a circuit to resist the flow of alternating current, vaguely analogous to resistance in DC circuits. More usually: the impedance that a device works with on its input and/or output. Broadcast equipment normally interconnects with low-impedance balanced inputs and outputs, which are less sensitive to hum and crosstalk than the high-impedance unbalanced connections found in hi-fi and public-address work. A low-impedance microphone will work through up to 1000 feet of cable while a high-impedance one is limited to

(Continued next page)

100 feet or so by cable capacitance and hum pickup.

LAMBDA OVER 2 PI—

This is the expression giving the distance from a power line at which the field strength of a carrier-current station must not exceed 15 microvolts per meter, according to FCC rules. Lambda is the wavelength. For 640 kHz the distance is 224 feet; for 880 kHz, it is 178 feet.

LEASED LINE—

The general term for a telephone-company "special service" line—a wire pair used for audio or remote control purposes. These may be either unequalized or equalized for 5, 8, 15 kHz response, depending on the quality needed, with price varying accordingly.

LEVEL—

The general strength of a signal, best expressed in dBm. Low-level devices such as microphones produce roughly -55 dBm. Medium-level devices like telephones and tape recorder outputs run at between about -10 and +5 dBm. Loudspeakers operate at high levels, +20 to +40 dBm.

LIMITER—

A special amplifier whose job is to prevent a signal from exceeding a preset level. This is usually a device whose gain is constant up to the "threshold" level, and then falls off with further increase in input. Its main use is in preventing transmitter overmodulation. It is different from a compressor in having fixed gain below the threshold.

LOADING—

The insertion of small inductors in series with a very long telephone line (3½ miles or more) to offset partially the effects of shunt capacitance. The result is less transmission loss up to 3500 Hz but much more above this frequency. Short local lines are never loaded, but in ordering a long interexchange leased line it is wise to ask for an unloaded cable pair, since the telephone company usually has both available. The unloaded pair can be equalized for response better than 3500 Hz; the loaded one cannot. The inductors used are usually 88 mH toroids, which are very useful for audio tuned circuits.

NORMAL—

A special set of contacts on a patch jack which connect a circuit through to another location when no plug is inserted. Normals make it possible to operate a studio, for example with no cords in its patch field.

PAD—

A resistor network which introduces a fixed amount of loss into a circuit, useful for reducing levels, splitting lines, mixing, or matching impedances. The physical arrangement of the resistors

classifies them as H-, T-, or C-pads, with variations such as the "bridged H" and "bridged T" types.

PATCH FIELD—

An array of connectors (jacks) which allows the interconnections of a set of equipment to be arranged at will through use of special plug-ended cords. This allows easy testing and substitution of spare equipment without going inside the equipment.

PHOTORESISTOR—

A semiconductor device in which resistance depends on the amount of light falling upon it. These have been developed in recent years as a noise-free replacement for expensive step attenuators: the gain control, a cheap wire-wound potentiometer, controls a lamp which shines on the photoresistor.

POWER SPLITTER—

A device used in carrier-current systems to distribute the power from one transmitter into several lines to different dormitory power systems. Most modern designs use simple ferrite cores.

PREAMPLIFIER—

An amplifier which accepts a low-level signal from a microphone, tape head, or phono cartridge and increases it to medium (line) level. Preamplifiers for the latter two have specially shaped frequency response to deemphasize the high frequencies which are enhanced in recording to reduce the effects of noise. The equalization that they afford normally conforms to the National Association of Broadcasters (tape) or Recording Industries Association of America (phono) curve.

PREEMPHASIS—

The process of accentuation of the high frequencies in program material before

applying it to tape, discs, of FM radio. All of these media produce noise, but its effect can be lessened through preemphasis and deemphasis at the receiving end.

REPEAT COIL—

A good-quality audio transformer, usually having a 1:1 or 1:4 impedance ratio. It is designed to carry a large amount of unbalanced DC in its windings without saturation.

SIMPLEX—

A connection to a line which gives an audio channel using the line wires in the usual balanced manner, plus a ground-return (unbalanced) channel usable for remote control or intercommunication.

VOLUME UNIT—

A special adaption of the decibel concept for use with irregular waveforms such as occur in speech and music. This unit is defined in terms of the VU meter, a special design whose ballistics are carefully standardized. Thus the unit and the measuring device are closely related. The VU meter reads in dB if the signal is a sine wave. Broadcast VU meters are usually wired to read 0 VU at an actual power of 0, +4, +6 or +8 dBm, or a switch may be used to select other values. This leads to confusion since specifying a level requires defining both the meter reading and the reference power. "0 VU at +6 dBm" is proper, as is "-5 VU referred to 1mW," but "-10 VU" is meaningless. Two further cautions: the standard meter requires a source impedance close to 3600 ohms for proper damping, and most imported plastic-cased "VU" meters have too little damping to read correctly, and are useful only as general indicators.

Directory Of Carrier-Current Radio Literature

The following index lists references on the subject of carrier-current transmission. While this listing is not complete, it is a primary source on the subject. This listing was first published in JCR in December, 1970. Additional entries are appreciated.

CARRIER-CURRENT TRANSMISSION

"C-C Communication," *The Radio Amateur's Handbook*, 1945 ed., pp. 400-407. Describes techniques used by radio amateurs during the World War II shutdown to communicate with transmitters and receivers wired to the power line, operating in the 160-200 kHz range.

"Campus C-C System," *Radio and Television News*, May 1955, p. 35. A

general exposition of the system used by WCCR during the Fifties. Contains diagrams for transmitters of about 3 and 7 watts output respectively, still usable with only slight modernization. Beware, however, of the article's suggestion of telephone drop wire or shielded twisted pairs for RF distribution use.

"A Survey of College Radio C-C Broadcasting Facilities," *Electrical* (Continued next page)

INTERCOLLEGIATE BROADCASTING SYSTEM

announces a

NEW PROGRAM OF RESEARCH GRANTS

The purpose of these grants is to encourage research into the area of college radio. This area includes carrier-current, ten-watt FM, CAFM, education FM, commercial FM, and AM stations. The guideline stipulates: the research is to concern college broadcast stations primarily operated by students. By no means does this exempt stations in which the faculty play a supervisory role.

The extent of the grants will consist of expenses for printing, mailing, and postage, and other incidentals incurred for the study.

Awarding of the grants will be made after the proposals are evaluated by a committee from the academic community.

Awards may be made in whole or in part depending upon the importance of the problem and the cost of the study.

No deadlines are set, as this will be a continuing program, but funds are limited for each fiscal year.

Applicants should submit two copies of the proposal and one copy of an itemized expense request. These are to be sent to:

Jack Deskin, Chairman
IBS Research Committee
Department of Communication
Box 5141, Southern Station
Hattiesburg, Ms. 39401

Directory Of Carrier-Current Literature — continued

Engineering, February 1962. Talks about impedance measurements made on three-phase power lines and delves into the crossmodulation problem.

"Hum Crossmodulation in C-C Systems," *College Radio*, October 1966, p. 3. Gives an updated theory of how 60-Hz interference occurs and some suggestions on reducing it.

Coax Distribution," *College Radio*, December 1967, p. 16. A short treatise on methods for feeding RF power across the campus with cable.

"Campus Coverage Techniques," *College Radio*, November 1967, p. 6. Provides an introduction to C-C radio.

"Novel Ideas for College Radio," *College Radio*, November 1967, p. 8. Gives information on adding special features to the Low Power Broadcast Company RC-5A transmitter.

"Poles, Tunnels, and Manholes," *College Radio*, November 1967, p. 5. Describes methods for installing your own audio and RF lines around the campus.

C-C System Design, KCSB-FM, Santa Barbara, California, 1968 (out of print, but try Box 2010, Stanford, California 94305 if you really need a copy). Goes into detail on the C-C art, with heavy emphasis on RF distribution systems.

Limited Area Broadcasting, Low Power Broadcast Company, Frazer, Pennsylvania, 1970. Gives complete information on C-C systems, with an

extensive discussion of legal radiation limits.

"A C-C Transmitter," *Radio and Television News*, April 1951, p. 31. Shows a design using push-pull 807s capable of about 40 watts output. With some updating it would still be usable.

"Transistorized Transmitter for College Stations," *Electronics World*, April 1962, p. 52. This is a 400-microwatt affair intended to be used with a wire-around-the-building radiator. The station which developed this device has apparently gone to conventional C-C since.

"Feeding and Controlling C-C Transmitters," *Broadcast Engineering*, July 1970, p. 42. Describes a simple audio distribution amplifier for feeding multiple telephone lines, including simplex DC remote power control.

"Is C-C A Black Art?" *College Radio*, April 1966, p. 19. Discusses RF distribution networks, ferrite coupling transformers, and cables.

"Master Oscillator Transmission Systems," *College Radio*, October 1966, p. 6. Covers the technique of using a 40-kHz pilot tone for frequency locking of C-C transmitter (but watch out for 40-kHz crosstalk).

"Frequency Control for Multiple Transmitters," *Electronics*, September 1954, p. 142. Shows designs for transmitters using the 40-kHz locking scheme.

"Amplitude Modulation Techniques,"

College Radio, October 1968, p. 22. Gives methods for getting clean modulation in transmitters.

AUDIO

"Simplified Audio Console," *College Radio*, February 1968, p. 19. Shows a solid-state studio board using photoresistor mixing.

"More on Photoresistor Consoles," *College Radio*, April 1968, p. 12. Provides more details on the console described in the February issue and shows an expanded version.

"Integrated Circuit Amplifier," *College Radio*, February 1968, p. 15. An application note for an IC line amplifier.

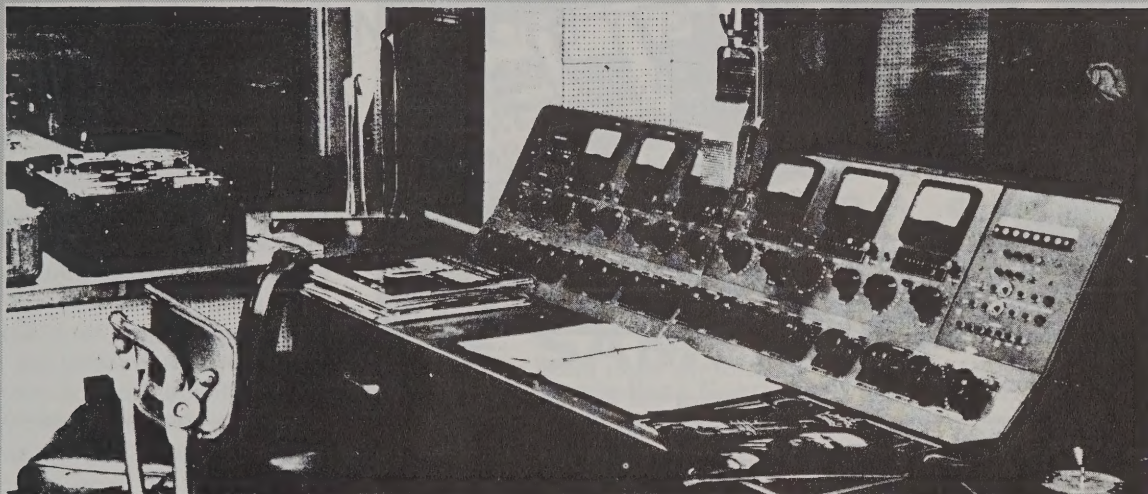
"No-Loss Mixing," *College Radio*, April 1968, p. 19. Describes a simple technique for audio mixing using an operational amplifier to prevent interaction among the controls.

"Audio Distribution Network," *College Radio*, March 1968, p. 18. Shows a resistor splitting network to use with a small power amplifier for audio distribution to transmitters.

"Coil Equalization," *College Radio*, November 1968, p. 24. Gives a basic technique for flattening the frequency response of unequalized telephone loops.

As one can readily see, material on college radio engineering has appeared in a wide variety of sources at one time or another. The most complete collection, however, is in the *IBS Master Handbook*.

Sign Off!



EDITORIAL

The Federal Communications Commission is conducting a general review of its fairness doctrine relative to programming concerning controversial issues of public importance. This summer the Commission issued its First Report in the matter, dealing with the fairness doctrine as it applies to "political programming." A review of that report is presented as a background for analysis.

The existing law and policy regarding the application of the fairness doctrine to "political programming" may be broadly outlined as follows:

Existing Law and Policy

EQUAL TIME. During political campaign periods, whenever a political candidate appears on a program or commercial announcement (except of appearances on bona fide news, news interviews, news documentary, and news events programming such as political convention coverage), his opponent is entitled to "equal opportunities" under Section 315 of the Communications Act.

ZAPPLE RULING. The equal time law applies to appearances by the candidates. In 1970, the Commission announced a ruling to the effect that if a station were to sell time to the supporters of a candidate (that did not involve an appearance by the candidate himself), fairness would require that the station sell compar-

able time to the supporters of his opponent.

3. **POLITICAL EDITORIALS.** Whenever a station editorializes for or against a political candidate the station has the obligation to give prompt notice, and make reply opportunities available, to the candidate adversely affected by the editorial.

All other types of "political programming" are subject to the more general application of the fairness doctrine, i.e. in its overall program operation, a station should endeavor to present a rounded coverage of responsible viewpoints on controversial issues of public importance. Thus, during political campaign periods, the general fairness doctrine applies to bona fide news, news interviews, news documentaries and news event programming such as political convention coverage—the four categories of programs exempt from the equal time provisions of Section 315. In non-political campaign periods the general fairness doctrine is applicable to all kinds of programming involving government officials, political figures and the like that deal with controversial issues of public importance.

First Report

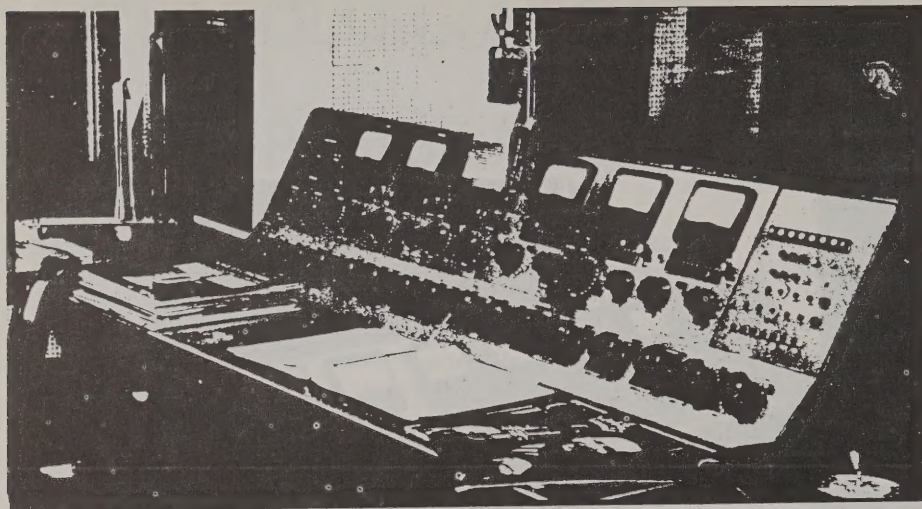
The First Report does not materially alter the manner in which the fairness

doctrine has been applied to "political programming," although it does clarify some areas of confusion. The Commission has rejected various suggestions for additional detailed rules and regulations, stating:

... we have concluded, that, generally, traditional fairness works better by setting out broad principles and permitting the licensee to exercise good faith, reasonable discretion in applying those broad principles.

The Commission's discussion of the matter covers four principal subjects:

1. **EQUAL TIME FOR PRESIDENTIAL APPEARANCES.** During political campaign periods, the equal time requirements of Section 315 apply to the incumbent President as well as other Presidential candidates. However, some broadcasts by the President during political campaign periods qualify under the Section 315 exemptions for various categories of bona fide news programs. Also, the President often appears on radio and television programming during non-political campaign periods. Several organizations notably the Democratic National Committee, urged the Commission to adopt a rule requiring stations to make rebut-
- (Continued next page)



tal time available to the opposing party with respect to Presidential broadcasts. The Commission has declined to do so. The obligations of broadcast licensees in the matter remain governed by the general principles of the fairness doctrine.

2. **DISCUSSION OF THE ZAPPLE RULING.** According to the Commission, this is a common sense application of the fairness doctrine. If during political campaigns, a station sells time to the supporters of one candidate, fairness requires that the supporters of his opponent be permitted to purchase equal time. If during a political campaign, a station gives time to the supporters of one candidate, fairness requires that the supporters of his opponent be given equal time. Since this is not a statutory equal time situation, licensees have some latitude and need not sell (or give) as much time to splinter candidates as to the major party candidates.

3. **RECOMMENDED LEGISLATION.** The Commission indicates that reform of the law relative to political programming is primarily a matter which Congress has the power to effect. The Commission makes reference to several proposed legislative reforms including amendments of Section 315 that would (a) restrict the equal time requirements to major political candidates and (b) exempt debates and back-to-back appearances by competing candidates.

(Editor's note: More information can be obtained by writing the IBS Legal Department, Box 592, Vails Gate, NY 12584. The above discussion was prepared by Herbert B. Barlow.)

One of the major pieces of legislation being worked out in the Congress is the Consumer Protection Agency bill. This is a Senate version of a bill already passed by the House.

Some of the provisions of this bill include: Intervention, Product testing and information disclosure, and subpoena power.

With the power of intervention, the Consumer Protection Agency would have the power to act as an adversary party in court and in other regulatory agency rule-making proceedings. Opponents of this bill have backed a "friend of the court" idea as an alternative to the controversial intervention provision. As a "friend of the court" the agency would appear only as a witness. In other words, the "right" to intervene would be taken out of the bill. Under the bill's current status, the agency would have the authority to intervene in all other agency proceedings concerning consumers.

Product testing and information disclosure would authorize product tests for purposes of safety and intervention.

The subpoena power would provide the CPA with information without the necessity of going to court to prove a need for such information.

A final measure would give statutory authority to the White House Office of Consumer Affairs, now headed by Virginia Knauer.

A need for consumer protection is known to everyone. What is not needed is a spreading of the bureaucratic cancer which is engulfing the federal government. The creation of new agencies have historically raised the federal operating budget, put more people on the government payroll, but seldom has the creation of a new agency actually solved any problems. Action is needed, not agencies.

LOOP BACK

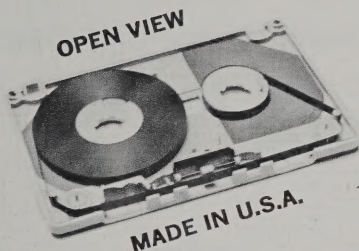
A new feature in JCR this year is a reader opinion column. Each month, an issue dealing with some aspect of the broadcasting industry will be posed to our readers. We, then, in turn, ask our readers to send us their opinions and comments to the proposition. These comments will be tallied, analyzed, and reported back to our readers in a later issue of JCR. We ask that you give (1) a definite yes-no answer, followed by (2) your comments. Please sign your name indicating whether you are a student, ad man, music industry, etc. Also indicate whether your name may be used in the discussion which will appear in a later issue. If you have propositions which you would like to see in this column, please send them also.

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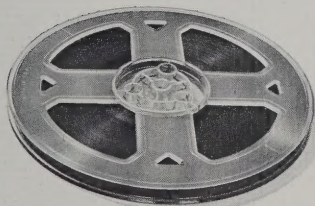
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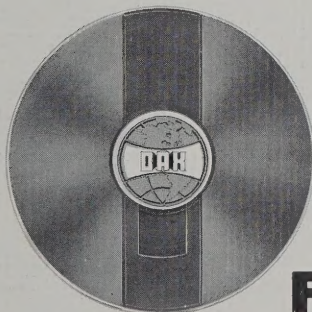
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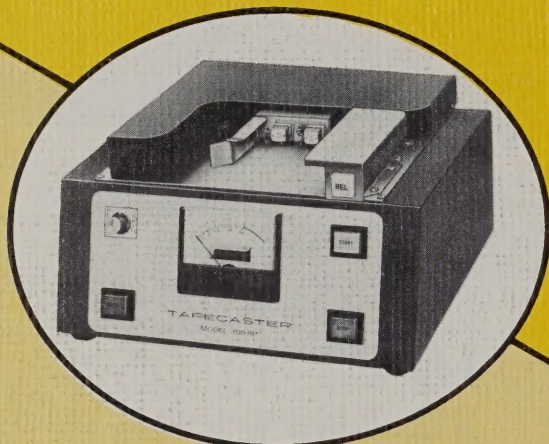
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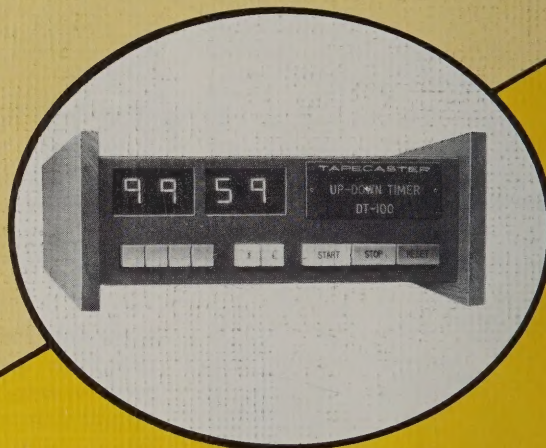
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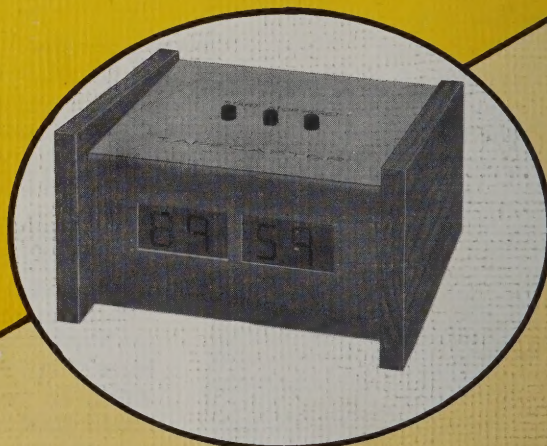
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